

# The Online AdMaker *“How To”* Guide



**HOMES & LAND**  
MAGAZINE®

Also Includes:  
Understanding Digital Cameras  
And How To Submit Digital Images

# Welcome to The Online Admaker

## *“How To”* Guide

Your User Name Is: \_\_\_\_\_

Your Password Is: \_\_\_\_\_

Placing an attractive professional-looking ad in Homes & Land Magazine is now easier than ever with our exclusive Online AdMaker program, a Web based program that allows you to easily submit your ad to Homes & Land Magazine.

Online AdMaker makes organizing content for your ad simple. You simply create an electronic “folder,” then add photos and text for your listings.

Don’t worry if you can’t complete your ad in one sitting Online AdMaker is always available anywhere from your Web browser. You can leave when you need to, then log in again later to complete your ad.

### Benefits

- Easy to use.
- Work anytime, anywhere; all you need is an Internet connection.
- Send your digital photos online.
- Online AdMaker will store your ad so you can work on it a little at a time, until you are ready to submit it to your Homes & Land Associate Publisher.

# How to Use Online AdMaker:



## 1. Log in

- Go to [admaker.homesandland.com](http://admaker.homesandland.com).
- Enter your user name and password and click the **Sign On** button.
- Select the **OAM** tab or click the **Create your Ad via OAM** link located under the tabs on your welcome page.

**Advertiser Login**

Username: abcrc

Password: \*\*\*\*\*

Remember my password

Sign On

## 2. Create a Folder

- Click on **Create a New Folder** and click the **Next** button.

Online AdMaker Current Wizard Task:  
**Wizard Getting Started**  
**Create or Select a Folder to Work On**

**Explanation:** The first step to creating your ad is generating a copy folder. Next, we will walk you through the process of adding photos, listings and more.

**Create a New Folder:**  
*Homes & Land of Taps is now taking orders.*

Next >>

- Enter a Folder Name (example: Your Company, Vol.\_\_\_\_, Iss.\_\_\_\_.)
- Select your Ad Size.
- Select the issue your ad will be running in.
- Enter any special instructions (example: “Change my background color to red,” or “Use my office phone number 000-000-0000 in header.”)
- Click Next to finish creating your new electronic folder.

Online AdMaker **Wizard** Current Wizard Task: **Create a folder** ([Restart Wizard](#)) ([Exit Wizard](#))

### Folder Details

**Explanation:** Enter in basic information concerning your ad.

* Folder Name:	ABCRealEstate_vol1iss1 <b>Explanation:</b> Name your folder for easy identification later.
* Ad Size:	Full Size – Max 15 Positions <b>Explanation:</b> Select an Ad Size from the list.
* Select an Issue:	<input checked="" type="radio"/> Volume 01, Issue 01 (due by: 05/07/2005) <input type="radio"/> Volume 01, Issue 02 (due by: 06/07/2005) <input type="radio"/> Volume 01, Issue 03 (due by: 07/07/2005) <b>Explanation:</b> Select an Issue for placement of your ad.
Special Instructions:	Please change the background color to dark red  <b>Explanation:</b> Optional. If there are special instructions to be followed for your magazine ad, please enter them here. (Example: Make my phone number very prominent. Print it in Red. Make text large and very bold.) Limit 500 Characters.

<< Prev
Next >>

- Online AdMaker will take you to the **Open Folder** page. From here, you can add and edit listings.

My Website Tools | **Online AdMaker** | My Agents & Offices

Welcome | Create a Folder | **Work on Folder** | Proofs **NEW!** | Reports

### Open Folder: ABCRealEstate\_vol1iss1

**Folder Details & Controls**

Magazine: Homes & Land of My Hometown	
Positions: 3	Issue: Vol. 01, Iss. 01
Ad Size: Full Size	Copy Deadline: 05/07/2005 (5 days)
Listings: 3	Supplied Ads: 0
Last Updated: 04/28/05 05:06:06 PM	
Special Instructions: Please change the background color to dark red	

[Add a Position](#) | [Sort Positions](#) | [Pickup Positions](#) | [Edit Details](#)  
[Proof & Submit](#) | [Delete Folder](#) | [Exit Folder](#)

**Position Details & Editing**

## Leave Your Folder and Come Back Later

- To exit Online AdMaker, simply click the **Log Out** button in the upper right hand corner of your screen.
- To begin using Online AdMaker again, simply log in and select your OAM tab.
- To open your folder select your ad from the drop down list, then click **Next**. Or from the Online AdMaker tabs select the **Work on Folder** tab. Then select your folder and click the **Open Folder** button

Online AdMaker Current Wizard Task:  
**Wizard Getting Started**

### Create or Select a Folder to Work On

**Explanation:** The first step to creating your ad is generating a copy folder. Next, we will walk you through the process of adding photos, listings and more.

- Work on a Folder In Progress:**  
Remax\_vol1iss1
- Create a New Folder:**  
Homes & Land of Taps Betsy is now taking orders.

**Next >>**

### 3. Create New Listings

- From your **Open Folder** page. Some pages may look slightly different depending on the options provided to you by your Publisher.
- Click **Add a Position**.

**Add a Position** | **Sort Positions** | **Pickup Positions** | **Edit Details**  
**Proof & Submit** | **Delete Folder** | **Exit Folder**

- Select **New Property Listing**, click **Next**.

Online AdMaker Current Wizard Task:  
**Wizard Add a New Position (Restart Wizard) (Exit Wizard)**

### Select the type of position you want to add...

**Explanation:** Select the type of position you want and click the "Next" button.

- New Property Listing**
- Agent Photo**
- Other File or Image**

**Next >>**

- If you are logged in as an Office: select an Agent.

**Add details about this Property Listing...**

**Explanation:** Provide as much detail as possible about this property. Enter information below and click the "Next" button. Note that items marked \* are required fields.

Office/Agent Information	
Office:	ABC Real Estate (ID:434013)
Agent:	Bentley, Albert

- If you are logged in as an Agent: go to Property Information.
- Property Information: Enter this information to help consumers find your listings on HomesAndLand.com.

Property Information	
Type:	Property Listing
Address:	123 Oak Street
City:	Your Hometown
State/Province & Zip/Postal Code:	State: Florida Zip: 33333
Property Type & Style:	Re-Sell Traditional
Price & Square Footage:	Price: 350000 Sq Ft: 2500 Year Built: 2004
Beds & Baths:	Beds: 4 Full Baths: 3 3/4 Baths: 1/2 Baths:
Other Property Information:	Stories: Specify : 2 Acres: 5 MLS Id: 12345

- If you would like to publish this listing to HomesAndLand.com. immediately, (before the magazine prints) click **Yes** for this option.

Would you like to publish this listing to the web immediately?	Yes
	No

- Fill out caption information.
  - Photo Inset Text:** Text that overprints the photo. Example: JUST LISTED. Alternatively you can enter the Leadline and Caption or use Caption Writer to create one for you.
  - Leadline:** Capital letters 3–5 words to catch reader’s attention.
  - Caption:** Provide the text as you would like it to appear in Homes & Land Magazine.
  - Caption Writer:** Online AdMaker makes it easy to create captions using Caption Writer. Click the Caption Writer button. Select any of the descriptive options you’d like to use then click Write. Caption Writer will create a leadline and caption using your selections and the information you entered in the Property Information fields. Click Write Again until you get a caption you like then click Save to transfer the caption text to your listing.

e. **Spell Checker:** OAM offers the convenient option to use Spell Checker before you Save. When adding or editing a property listing in OAM, you can spell check listing information entered in the **Photo Inset Text**, **Lead Line**, and **Caption** fields.

- **Position Notes:** Use this optional field to provide special instructions for this listing (i.e., make this photo extra large.)

Lead & Caption Information	
Photo Inset Text:	Just Listed! <small>*Optional: Example: "Under Contract", "Reduced" ...</small>
Lead Line:	ACREAGE ANYONE?
Caption: Max Characters: 400 Remaining: 207	Make this your showplace! Don't miss this 4 bedroom, 3 bath with well appointed rooms, special design features, and understated elegance. Be the lucky buyer at \$350,000. #12345 <input type="button" value="Caption Writer"/> <input type="button" value="Spell Checker"/>
Position Notes:	This is my featured property. Please make it larger than the other photos in the ad.

- **Photo:** Select the method you will use to submit your photo. If you are uploading a photo, click “I will upload a photo or other image.” Next, click the browse button, then select the photo you want to upload.

Photo Submission Method							
How will Photo be supplied:	<table border="1"> <thead> <tr> <th>Image Source</th> <th></th> </tr> </thead> <tbody> <tr> <td>Me</td> <td> <input type="radio"/> I will upload a photo or other image  <input type="radio"/> I will send a color print to AP  <input type="radio"/> I will send a transparency to AP  <input type="radio"/> I will email a JPG image to AP                 </td> </tr> <tr> <td>none</td> <td><input type="radio"/> No photo for this position</td> </tr> </tbody> </table>	Image Source		Me	<input type="radio"/> I will upload a photo or other image <input type="radio"/> I will send a color print to AP <input type="radio"/> I will send a transparency to AP <input type="radio"/> I will email a JPG image to AP	none	<input type="radio"/> No photo for this position
Image Source							
Me	<input type="radio"/> I will upload a photo or other image <input type="radio"/> I will send a color print to AP <input type="radio"/> I will send a transparency to AP <input type="radio"/> I will email a JPG image to AP						
none	<input type="radio"/> No photo for this position						
Upload Image/Photo: Min DPI: 150 Largest Image Dimension: 1 inches	Select file to upload: <input type="text"/> <input type="button" value="Browse..."/> <small>Note: This option is only required if you select "I want to Upload a Photo" above.</small>						

- **HomeMail<sup>®</sup>**: Take advantage of our National Marketing tools. Enter the address as completely as possible.
- Click the **Next** button to save your listing.

HomeMail	
Click <a href="#">here</a> to copy the above Address information into the HomeMail section below. Note: HomeMail is optional. <a href="#">Clear HomeMail</a>	
<b>Name:</b>	First: <input type="text" value="John"/> Last: <input type="text" value="Smith"/> <b>Explanation:</b> Optional. If no name is provided, HomeMail will be sent to "Resident".
<b>Address:</b>	<input type="text" value="123 Oak Street"/> <input type="text"/>
<b>City:</b>	<input type="text" value="Your Hometown"/>
<b>State/Province &amp; Zip/Postal Code:</b>	State: <input type="text" value="Florida"/> <input type="text" value="33333"/> - <input type="text"/>

\***HomeMail**: We send a copy of the magazine to your advertised sellers so they can see what you are doing to market their property. We also include a letter that talks about you, your company, and we even tell the seller where to go on the Internet to see their home.

- You will be taken to the **Open Folder** page, your new listing will be displayed.

<a href="#">Add a Position</a>	<a href="#">Pickup Positions</a>	<a href="#">Edit Details</a>	<a href="#">Proof &amp; Submit</a>	
<a href="#">Delete Folder</a>		<a href="#">Exit Folder</a>		
Position Details & Editing				
Pos.	Full Address & Advertiser/Agent	Lead, Caption & Notes	Type & Thumbnail	Action
A	123 Oak Street YOUR HOMETOWN, FL 33333  <b>Advertiser:</b> ABC Real Estate (434013) <b>Agent:</b> Albert Bentley (798184)	<b>BEAUTIFUL ACREAGE!</b> Own a lifestyle, not just a home. You'll love this 4 bedroom, 3 bath layout with beautiful colors, many fine features, and a great look. Only \$350,000 - What are you waiting for? #12345  <b>Inset Text:</b> Just Listed!  <b>Position Notes:</b> This is my fetured property. Make it larger than the other photos in the ad please.  <b>Price:</b> \$350,000	Property Listing   Submitted Digital Image <b>Barcode:</b> 9968001064 <b>File Name:</b> 147534.JPG <b>File Size:</b> 23KB	<a href="#">EDIT</a> <a href="#">DELETE</a>

#### 4. Pickup Listings from Previous Issues of Homes & Land

- From your **Open Folder** page, click the **Pickup Positions** button.

<a href="#">Add a Position</a>	<a href="#">Pickup Positions</a>	<a href="#">Edit Details</a>	<a href="#">Proof &amp; Submit</a>
<a href="#">Delete Folder</a>		<a href="#">Exit Folder</a>	

- Choose the **Repeat a Listing** option, then click **Next**.

Reuse a listing OR copy a position...	
<b>Explanation:</b> You can pick-up listings from HomesAndLand.com (and Homes & Land Magazine), or copy positions from your previous folders (submitted or not).	
<input checked="" type="radio"/>	<b>Repeat a listing</b> from the magazine or my website
<input type="radio"/>	<b>Copy a position</b> from a previous folder



- Choose a search method, then click **Next**.
  - Method 1 allows you to select a specific page.
  - Method 2 allows you to find listings by address.
  - Method 3 allows you to see all of your active listings.

**Locate the listing you want to reuse...**  
**Explanation:** Use one of the methods below to locate the listing you want to reuse.



**Method 1:** Choose issue in which listing ran  
**Homes & Land of Taps**  
 Volume 01 Issue 03 Page 2  
 Volume 01 Issue 02 Page 2  
 Volume 01 Issue 01 Page 2

**Method 2:** Choose to search by street address  
 **Search by street address**

**Method 3:** Choose to view all your listings on file  
 **View all listings**

**Locate the listing you want to reuse...**  
**Explanation:** Use one of the methods below to locate the listing you want to reuse.

Sort by  in  order.

Select Item <a href="#">Check All</a> <a href="#">Clear All</a>	Volume Issue Page	Position	Address & City, State, Zip	Lead & Caption	Thumbnail
<input type="checkbox"/>	Volume: 01 Issue: 01 Page: 2	A	206 Wharton Lane Your Hometown, FL 33333	<b>LAKE CAROLINA--NORTHEAST</b>  Two year old traditional brick with the amenities of Lake Carolina. High ceilings in almost all rooms. Hardwood floors. 3 bedrooms/2 baths down plus huge finished bonus room with full bath upstairs. Bank owned but in great condition and priced at \$234,000. Ad # C09-206WL.  <b>Price:</b> \$244,000	  1 Print Quality Image(s) available for pickup with this Listing.
<input type="checkbox"/>	Volume: 01 Issue: 01 Page: 2	B	7403 Creekswood Dr. Your Hometown, FL 33333	<b>SPRINGWOOD LAKES--NORTHEAST</b>  New paint inside and out, new appliances, refinished hardwood floors, etc. Richland School District 2. Formal LR and DR, plus cozy den with FP. 3 bedrooms and 2 full baths. Special financing with no closing costs. Priced at \$119,900. Ad# C09-7403CW.  <b>Price:</b> \$119,900	  1 Print Quality Image(s) available for pickup with this Listing.

- You'll be taken to a screen displaying your previous listings with a thumbnail image for easy identification.
- To select listings for pickup, click the check box next to the listings you want, then click **Next**.

- You'll be taken back to your **Open Folder** page.
- Once you've picked up your listing, you can change the price or other information. To make changes, click the **Edit** link next to the listing.

**Position Details & Editing**

Pos.	Full Address & Advertiser/Agent	Lead, Caption & Notes	Type & Thumbnail	Action
<b>A</b>	123 Oak Street YOUR HOMETOWN, FL 33333  <b>Advertiser:</b> ABC Real Estate (434013) <b>Agent:</b> Albert Bentley (798184)	<b>BEAUTIFUL ACREAGE!</b> Own a lifestyle, not just a home. You'll love this 4 bedroom, 3 bath layout with beautiful colors, many fine features, and a great look. Only \$350,000 . What are you waiting for? #12345  <b>Inset Text:</b> Just Listed!  <b>Position Notes:</b> This is my fetured property. Make it larger than the other photos in the ad please.  <b>Price:</b> \$350,000	Property Listing  Submitted Digital Image <b>Barcode:</b> 9968001064 <b>File Name:</b> 147534.JPG <b>File Size:</b> 23KB	<a href="#">EDIT</a> <a href="#">DELETE</a>
<b>D</b>	Purple Tree Trail (Your Hometown), FL 33333 <b>Advertiser:</b> ABC Real Estate (434013) <b>Agent:</b> Albert Bentley (798184)	<b>HEY, LOOK ME OVER!</b> Couldn't be nicer! Warm and inviting is the best way to describe this bedroom with convenient modern appliances, separate workshop, and wooded view. Delightful eat-in kitchen. Romance & rustic elegance. Soaring ceilings and loads of charm. Jackpot for the quick buyer. #177  <b>Price:</b> \$400,000	Property Listing  Pick up from H&L of Taps Magazine / Vol 01 / Iss 01 / Pg 2 / Pos D <b>Barcode:</b> 9968002342	<a href="#">EDIT</a> <a href="#">DELETE</a>

*Time Saver Tip:* Here's a quick way to add listings to your Online AdMaker folder. Using the Pickup Positions feature, select the Repeat a Listing option, then select your page from the most recent issue. From here, pickup all the listings you want to reuse. Once you've completed this step, you can edit them to make updates if needed. Then add your new listings, and finally sort your listings into the proper order. (See instructions for sorting on the next page.)

## 5. Sort Positions

- Use this feature to communicate the order your listings should follow on the printed page.

**Sort Positions**

You can select primary and secondary sort criteria

Primary Sort by  in  order.

Secondary Sort by  in  order.

Position	Address & City, State, Zip	Lead, Caption & Price	Type & Thumbnail
<input type="button" value="A"/>	123 Oak Street YOUR HOMETOWN, FL 33333	<b>BEAUTIFUL ACREAGE!</b> Own a lifestyle, not just a home. You'll love this 4 bedroom, 3 bath layout with beautiful colors, many fine features, and a great look. Only \$350,000 - What are you waiting for? #12345 Price: \$350,000	Property Listing  Submitted Digital Image
<input type="button" value="B"/>	Purple Tree Trail QUINCY, FL 32351	<b>HEY, LOOK ME OVER!</b> Couldn't be nicer! Warm and inviting is the best way to describe this bedroom with convenient modern appliances, separate workshop, and wooded view. Delightful eat-in kitchen. Romance & rustic elegance. Soaring ceilings and loads of charm. Jackpot for the quick buyer. #177 Price: \$400,000	Property Listing  Submitted Digital Image
<input type="button" value="C"/>	MacTerry Lane QUINCY, FL 32351	<b>ROOM TO S-P-R-E-A-D-O-U-T!</b> Make this your showplace! Gentle living awaits you in this 4 bedroom home with beautiful colors, soothing atmosphere, and well appointed rooms. All for only \$100,000. Price: \$100,000	Property Listing  Submitted Digital Image

- From the **Open Folder** page, click the **Sort Positions** button.
- You can manually sort your listings using the drop down list to indicate position.
- Or, you can use the sort tools at the top of the page to automatically sort your listings in order of price, location, etc.
- Click **Save** to save your changes and return to the **Open Folder** page.

## 6. Submit your ad

- Once you've complete your ad, go to the **Open Folder** page, then click the **Proof and Submit** button. A proofing page will appear displaying complete information for all your listings.




- Carefully proof all your listings.
- Click the **Edit** link next to any listing to make final changes.
- When you are satisfied, click **Next**.

### Proof your Folder: ABCRealEstate\_vol1iss1

**Explanation:** You may wish to print this page. Fix any alerts and verify that all of the information is correct. To a position, click "Edit" next to the position letter. When you're ready to submit, click "Next" at the bottom of the page.

Folder Summary	
Folder Name	ABCRealEstate_vol1iss1
Ad Size	Full Size (Maximum Positions: 15)
Positions in Folder	2
Submitted Digital Image	2 Position(s): A,D

Folder Details		
Position	Type & Thumbnail	Lead & Caption
A <a href="#">EDIT</a>	Property Listing  Submitted Digital Image Barcode: 9968001064 File Name: 147534.JPG	<b>BEAUTIFUL ACRES!</b> Own a lifestyle, not just a home. You'll love this 4 bedroom, 3 bath layout with beautiful colors, many fine features, and a great look. Only \$350,000 . What are you waiting for? #12345
Image Name	Image Properties	Inset Text
147534.JPG	Type: JPEG / Size: 240x112	Just Listed!
Address	Photographer Directions	
123 Oak Street		

### Submit Selected Folder

**Explanation:** Please review the summary of your folder below. If you have no more changes click "Next." **Once a folder is submitted it can only be changed by contacting your Associate Publisher.**

Folder Summary	
Folder Name	ABCRealEstate_vol1iss1
Ad Size	Full Size (Maximum Positions: 15)
Positions in Folder	2
Submitted Digital Image	2 Position(s): A,D

Please check the following before you submit a folder:

- Proof your folder.
- Make any last changes to your folder.
- Submit your folder only after you are satisfied that everything is correct.

I have Proofed my folder and am satisfied that it is complete.

[<< Prev](#) [Next >>](#)

- A brief summary page will appear. Click the check box at the bottom of the page indicating that you are satisfied that your ad is complete. Then click **Next**.

(Remember, once your ad has been submitted, changes cannot be made. If you need to make a change to a submitted folder, contact your Associate Publisher.)

- That's it! Your ad is submitted to your Homes & Land Publisher! Your screen will display the folder you submitted. If you like you can print the page for your records.

### Congratulations! Your folder has been submitted.

**Explanation:** Your folder has been submitted. Print this page for your records. Contact your Associate Publisher with any questions about this folder.

[Printer Friendly Version](#)

Folder Summary	
Folder Name	ABCRealEstate_vol1iss1
Ad Size	Full Size (Maximum Positions: 15)
Positions in Folder	2
Submitted Digital Image	2 Position(s): A,D

Folder Details		
Position	Type & Thumbnail	Lead & Caption
A	Property Listing  Submitted Digital Image Barcode: 9968001064 File Name: 147534.JPG	<b>BEAUTIFUL ACRES!</b> Own a lifestyle, not just a home. You'll love this 4 bedroom, 3 bath layout with beautiful colors, many fine features, and a great look. Only \$350,000 . What are you waiting for? #12345
Image Name	Image Properties	Inset Text
147534.JPG	Type: JPEG / Size: 240x112	Just Listed!
Address	Photographer Directions	
123 Oak Street YOUR HOMETOWN, FL 33333		
Advertiser	Agent	Price
ABC Real Estate (434013)	Albert Bentley (798184)	\$350,000.00
Position Notes		
This is my fetured property. Make it larger than the other photos in the ad please.		

# Understanding Digital Cameras And How to Submit Digital Photos



If you are going to submit digital photo images for use in a high quality publication such as Homes & Land Magazine, please consider the following information when purchasing and using a digital camera.

## Effective Pixels

Digital cameras capture light as millions of tiny pixels and are measured in "mega-pixels" (one mega pixel = one million pixels.) Effective pixels is a count of the mega-pixels that are actually used to take a picture. The higher this number, the finer the resolution, the better the quality. The cameras best suited for the type of images needed for Homes & Land magazines have the ability to capture 3 or more mega-pixels.

## Resolution

Resolution is a term used to describe the quality of an image. It refers to the average number of pixels that exist in an inch of the image. As an example, an image that will only be used to display on screen, such as a Web site, is usually 72dpi (dots per inch). If your photo is going to be printed in Homes & Land Magazine, it must be at least 300dpi. Insufficient resolution is the most common problem with digital camera photos. Your digital camera probably has more than one resolution or "quality" setting to choose from. The least resolution setting will allow for maximum photos captured but the poorest quality image. Higher resolution settings allow for the fewest number of photos but the highest photo reproduction quality.

See the section under "Images Uploaded for Online AdMaker" on page 14 for examples of how many pixels your photo must have, in order to print at a specific size. It is always better to choose a setting that captures too many pixels rather than not enough.

## Memory or Storage Media

All digital cameras have some type of removable, reusable memory. The more memory storage (in mega bytes or MB) the camera has, the more pictures it can hold. Some cameras use standard floppy diskettes while others use memory sticks, Smart Media cards, compact flash cards or mini CD/R's or CD/RW. One advantage to the CD type memory, besides the fact that it holds 156MB, is that it can be taken out of your camera and plugged into any computer that has a standard CD or DVD drive to download your images with no other software needed.

## Optical Zoom vs. Digital Zoom

Optical zoom offers clear sharp zoom-in for close up images. Digital zoom simulates the zoom-in image with a process called interpolation which adds nonexistent pixels to the image and results in a degraded image quality.

## Color LCD

Most cameras include a built in color view screen that lets you frame your shots as well as see images you've already taken. Many cameras also have a traditional optical view finder which is a great way to save batteries ( the LCD viewer eats batteries) or to shoot images in bright light where the LCD isn't as vivid.

## USB Interface

Most cameras have USB interfaces and cables for transferring images to your computer. This is typically a slow way to transfer images. Some cameras come with a device to speed up that transfer such as an "Image Mate." This device allows you to put your memory card into it and then transfer images to your computer at a fraction of the time compared to a USB cable transfer. Some cameras have "docking stations" that allow you to set your camera into a device that transfers images quickly to your computer.

## Rechargeable Batteries

Some cameras come with a rechargeable battery system. You may also be able to replace your camera's batteries with over-the-counter rechargeable batteries. Rechargeable batteries are more expensive than standard alkaline batteries but in the long run will save you money.

## Images Uploaded To Online AdMaker

*Important Note:* If you are going to upload an image, it must be saved in a jpeg file format and must be at a size that is relative to the size the photo will be in the magazine (see examples on the following page). As magazine photo images get larger the size of the submitted photo image file must increase accordingly. Your photo will also need to be renamed. Your camera will automatically name your image in a numerical sequence, so when you download your photo to your computer, you must rename that photo to your name and listing address. As an example: "smith2709belmont." This will assure that your image is easily identified and dropped into the correct location in the magazine.

## Examples of pixels needed for specific photo sizes:

*Note:* It is important that you consult your camera owner's manual to achieve the desired results listed below.

- If your photo is to print at 2" wide x 1" high, your image must be at least 640 x 480 pixels.
- If your photo is to print at 3" wide x 2" high, your image must be at least 1024 x 768 pixels.
- If your photo is to print at 5" wide x 4" high, your image must be at least 1600 x 1200 pixels.
- If your photo is to print at 7" wide x 5" high, your image must be at least 2272 x 1704 pixels.

Below is an example of how both a 300 dpi and a 72 dpi image compare when printed.

Acceptable



Image at 300 dpi or 640 x 480 pixels

Unacceptable

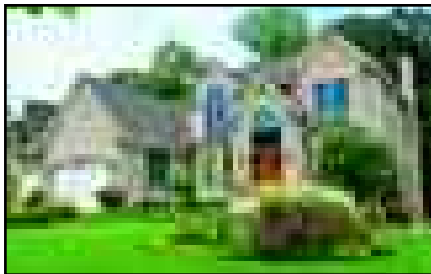


Image at 72 dpi or 154 x 115 pixels

For more information about Online Admaker and its features  
contact your local Homes & Land Publisher.

