

PLATINUM

by **Lurn**TM

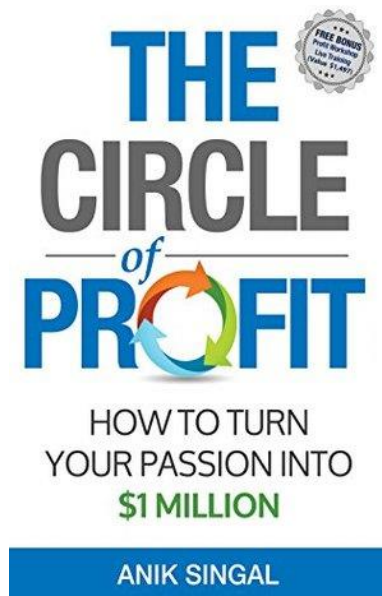
**eCover Size and Quality
Guidelines**

eCover Guidelines

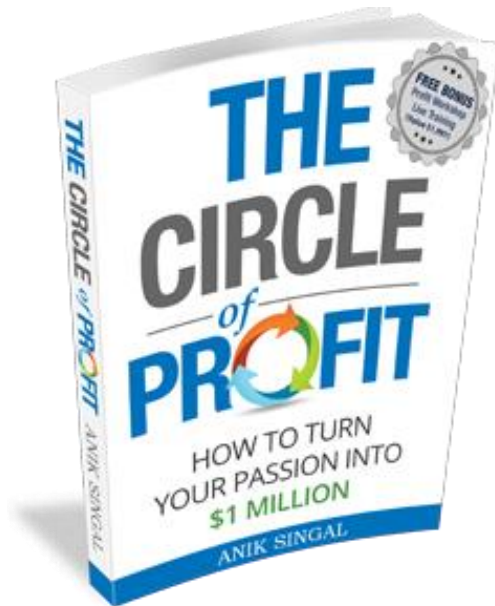
There are 2 primary types of e-cover images: **Flat** and **3D**

Flat images are commonly used for cover pages in reports and eBooks. 3D images are more commonly used on opt-in pages.

(Flat Example)



(3D Example)



If your designer charges an additional fee for different versions and you're on a tight budget, order a Flat image. You can use it for both purposes and retain a professional look!

Sizing

a. Flat Image

When ordering, tell the designer the image will be used in Word to cover an entire page. They should know the proper size to use for this. If not, suggest 800 x 1147.

If also considering using on your opt-in page, request

b. 3D Image (Optional)

3D images are most common for opt-in pages. However, a smaller version of your Flat image looks very professional too.

Note: If your designer doesn't offer Flat images, a 3D image is fine. Or if the designer will give you both at no charge, then go for it.

Additionally, request to provide a smaller size of the image to be used on a web page. Many designers will provide different sizes at no additional charge

Request an image that represents a "report" instead of an eBook (if possible). This type of image will be thin compared to an eBook e-cover that appears thick.

Size: 8.5 x 11

NOTE: larger is better because it's easier to reduce the image and retain quality

Image Quality

Request 300 dpi. At a minimum, the designer should provide no less than 70 dpi.

File Format

PNG is preferred, however ask for both JPG and PNG. This shouldn't cost you more.