A guide to image sizes

How to select the right size image for your needs, at the correct resolution.

Glossary

dpi = dots per inch
ppi = pixels per inch

The more dots or pixels per inch, the higher resolution the image. **dpi** is used for printed media, while **ppi** refers to on screen graphics.

Image usage type

Using the wrong image?

1. Websites & Social Media
72ppi (or 150ppi for retina screens)

Description   **Ideal file size:**   **Dimensions**

A full screen image for a website, blog or social media.

1MB

800px
x
1000px

If a file size is too small it may appear pixelated on screen, while a file that is too large could slow down your website and put off visitors.

2 Personal Photo Print
300dpi

Description   **Ideal file size:**   **Dimensions**

A print or something to hang on the wall

5MB+

8in
x
10in

Ensure that your image is of high enough quality – if you were to print a web image at this size the results could be fuzzy and blurred...

3 Magazines & books
300dpi

Description   **Ideal file size:**   **Dimensions**

Quality imagery for a glossy magazine, coffee table book or brochure

15MB+

A4 page

When production values are high, an unsuitable image can really let the side down. Following this guide will make sure that your pictures are perfectly pin sharp and stand up to serious scrutiny.
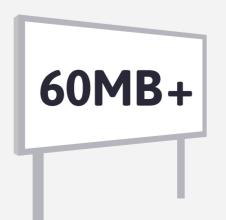
4 Billboard advertising
150dpi (site dependent)

Description   **Ideal file size:**   **Dimensions**

A large scale advertising campaign

60MB+

5m
x
3m

You might think that for a billboard, resolution would go off the chart, but actually as the viewer is usually far away printers can afford to use lower resolutions and still achieve great results. Stand up close and you can see the dots!

alamy

Please note: this is intended for use as a guide only. All file sizes are approximate