Saving and sending images for publication

not this way

this way

Images here are not to scale but just for demonstration

too small for print
(will be blurry or pixelated when enlarged for placement)

2 inches wide

large enough for print
(plenty of pixels [dots, data] in the image

4 inches wide (or wider)

72 dpi
(dots per inch)

300 dpi
(dots per inch)