The standard resolution of graphics in Web publishing is 96 dpi. However, you can't be certain that the viewer of your document will see your graphic the way you see it with your Web browser.

When a graphic is displayed on a Web page, the pixels in the image map one-to-one with the display resolution of the monitor. Since monitor resolution varies from platform to platform (from Macintosh to PC to UNIX workstations), you can only approximate the final size of your graphic. (cont'd)