

# 2018 CITR TRAVEL GUIDE PHOTO REQUEST

PHOTOS DUE : SEPTEMBER 1, 2017

## DO YOU HAVE SOME GREAT PHOTOS THAT SHOW THE VARIETY OF ATTRACTIONS THROUGHOUT OUR REGION?

If so, we invite you to share them with us to be considered for use in the CITR Travel Guide. Images must be high quality digital files that are available for CITR to use at no charge. Participation is voluntary and CITR reserves the right to decline inappropriate or poor quality photos. We will make every effort to utilize photos that are submitted but cannot guarantee that they will be used in the guide. If you have questions, please contact the CITR office at 800.285.5842 or 515.832.4808.

## TURN YOUR CAMERA SIDEWAYS!!

Keep in mind that a single full page requires a vertical shot. All cover shots are vertical. So turn your camera upside down. Look for new angles. Shoot **DOWN** from up high. Shoot **UP** from the ground. Look backward and forward. Pay attention to the background and make sure it's not distracting. Take photos throughout the year in order to capture all four seasons. It is helpful to have a wide variety of images from which to choose so be creative!

## GUIDELINES FOR SUBMITTING PHOTOS

### LABEL EACH PHOTO

Clearly label each photo including where it was taken, the attraction name, contact name, address, phone number and email address. If images are saved to a disk, be sure to send a color or black-and-white printout of each photo including its description.

### TYPES OF IMAGES & FILES

Images must be high resolution so use a camera with 5 or more megapixels.

- Photos - CMYK, 300 dpi at print size.
- Logos and bitmap line art - CMYK, 1200 DPI at print size.
- A good minimum print size is at least 4" wide.
- Acceptable digital file formats: .EPS, .JPEG, .TIFF or .PDF
- **Website photos are not acceptable.** High speed internet is faster with low resolution images. High quality printing requires high resolution images for excellent reproduction.

## SENDING PHOTOS BY EMAIL

If photos are emailed, there is a 8 MB limit per email. In the subject field: put the attraction name and "CITR" (e.g., Adventureland - CITR).

Large files may be submitted via Dropbox. Contact the CITR office for directions.

In the message area: Identify each photo using descriptive words rather than numbers and include the labeling information described above (i.e., where it was taken, attraction name, etc.).



SEND PHOTOS TO:

**CENTRAL IOWA TOURISM REGION**

ann@iowatourism.com

P.O. Box 454, Webster City, IA 50595

Questions, please call 800-285-5842