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## Taking and submitting photos

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Photographs and other artwork grab the reader's attention and often illustrate or explain a subject much better than words can do. Think about it from the reader's point of view: Would you rather see a description and photo of a crematory garden, or a casket panel or an arrangements room, or a lengthy description with no photo? Which provides more information?

In order to keep quality high, our printer representatives require us to adhere to strict standards for all artwork submitted—a reasonable requirement on their part, since no printer in the world can turn a low-resolution photo into a beautiful four-color magazine illustration. What the printer *can* do is make sure the artwork submitted will look its best.

### ■ For press releases (Supply line, Update)

\* Glossy color or black and white photos (*not* pictures clipped from brochures or other printed materials) are always acceptable. (Don't forget the captions!)

\* High-resolution, high-quality digital photos may be e-mailed or saved onto a CD and mailed. (Don't forget the captions!)

### ■ For stories

\* If your byline is on an article, or if you are being interviewed for an article, you must send us a head shot, in addition to other artwork to illustrate the story. (This should be discussed with the managing editor or interviewer.) In general, this will usually include photos of your facility inside and out, horizontal and vertical shots, close-ups and wider shots. Items such as brochures can be mailed in.

### ■ Before you take the photos

\* If your camera has a setting for placing a time/date stamp on the photo, please **turn it off**.

\* Digital cameras come from the factory preset to take *low-resolution* (Internet quality) photos. Magazine printing **requires high-resolution photos**. Yes, your zillion-megapixel camera is capable of taking photos we cannot print simply because it was set to take low-resolution photos. See your owner's manual for how to change the resolution for your camera to the highest setting possible. This must be done before the photos are taken—once the photos are taken at low-resolution, it is too late! This also means that we cannot use photos from your Web site, unless you have high-resolution versions of them.

\* If you're going to be submitting photos we'll want to run large and/or on the cover, you may want to consider providing glossies rather than going digital. Unless you have a digital SLR camera, or a professional taking the photos, digital photos are not going to match the quality of glossies, especially if the photos need to be blown up in size/cropped in tight.

### ■ Taking head shots

\* Make sure the background is neutral—you don't want anything in the background to look like it's coming out of the person's head. Get in close, but not too close, especially with a flash.

### ■ Scanning photos

\* Photos must be 300 dpi at reproduction size. This means that a 4 by 6 photo scanned in at 300 dpi cannot run any larger than 4 by 6, so photos that need to be printed larger in order to show details or faces must be scanned in at higher resolution. If you're unsure about scanning, mail us the photos and ask us to scan them in (please note if you want them returned).

### ■ Don't forget captions!

\* Photos are useless without captions, so make sure you include information about **who** is doing **what**, **where** and **when**, making it clear which caption goes with which photo. Also, though as a general rule providing a selection of photos is a good thing, please do not send in a CD containing dozens (or hundreds) of photos of an event—it's overwhelming for one person to go through. Please select a variety that capture the scope of the event, and send those in, with captions.

### ■ Where to send artwork

E-mail photos files to: [sloving@iccfa.com](mailto:sloving@iccfa.com) (jpg files are best for e-mailing)

Mail photos or CDs to: Susan Loving, ICCFA Magazine, 107 Carpenter Drive, Suite 100, Sterling, VA 20164 (Please make sure glossies and film are protected from bending, and don't attach them with paper clips.)

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ICCFA/ICCFA Magazine; 107 Carpenter Drive, Suite 100, Sterling, VA 20164

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