

Picture Submission Guidelines

Acceptable Formats

Digital Photography:

Submit original digital file from camera, not just a print. For best results, set your camera to take pictures at the highest resolution possible.

- JPG, TIFF, or EPS file format – unaltered

***We recommend not editing your picture in any way once it has been transferred to a computer.** Our on-site professional picture editors are experts at sizing your picture just the way you want it.

Traditional Photography:

- Photographic Prints (preferably glossy prints)
- Slides - indicate top, bottom, left, and right
- Negatives – indicate the negative to be scanned

Scanning

Traditional Photography only:

We have on-site professional photo editors who are experts when it comes to your picture. We prefer you leave the scanning up to us. However, if you decide to scan your own picture, here are the specs:

- 300 dpi or dots per inch
- minimum size 3.5" x 7"
- maximum size 7.5" x 10"
- save the file as a JPG, TIFF or EPS

Standard Photo Size

- Calendars with ads: 3.5" x 7"*
*The amount of ads or text may alter that size. If you have given specific instructions for position or cropping, we will do our best to follow your instructions but cannot guarantee them.
- Calendars without ads: 7.5"x10"* maximum
* The picture size is directly dependent on the quality, resolution and orientation of submitted pictures. Our photo editors will determine the appropriate size of printing while maintaining good quality.

Editing Instructions

CROPPING REQUESTS

If your photo needs to be cropped in specific places:

Traditional Photography:

- Please lightly mark on the back of the photo.
- Even normal writing pressure can sometimes show through on the picture.
- Do not write directly on, place tape or any other obstructions on the picture. Slight imperfections will show up during the scanning process.

Digital Photography:

- Submit a computer printout of your picture (as a guide only) indicating cropping instructions.

RETOUCHING REQUESTS

You may want to digitally alter or remove unwanted items from your picture. If this is the case, please include specific instructions on the Special Instructions sheet on page 29. A customer service representative will call to verify the details of your request and discuss additional charges involved.

Color or Black & White

- Indicate on the Order Form whether your picture is to be reproduced in color or black & white.
- Mark the appropriate block on the picture envelope.

Copyright Policy

If the content you are using for your picture subject is protected by copyright, you must obtain permission from the appropriate party allowing us to reprint the photo/artwork. You may do this using one of the following methods:

- Complete the permission form found on the picture envelope. (preferred method)
- Submit a written letter on letterhead from the appropriate party or email granting permission for Gordon Bernard Company to reprint the photo/artwork. The date must be included on the letter.

Artwork & Logos as Your Picture Subject

You may choose to use logos, mascots or other artwork as your picture subject. Again, we prefer you leave the scanning up to us, but if you decide to do the scanning yourself, here are the specs for artwork and logos:

- Graphics & Images: at least 300 dpi at finished size
- Line Art: 600 dpi
- Save the file as JPG, TIFF or EPS only.

Collage

You may create a collage and submit it as one picture. There will be an additional charge if you send us multiple pictures and ask us to create a collage for you.

Submitting Your Picture

Acceptable Media:

- CD ROM- Mac or Windows
- USB FLASH DRIVE- Mac or Windows
- Be sure to identify your group, city and state and account number.

Electronic Transfer:

- Website upload: click on the FTP button on home page at www.gordonbernard.com and follow the instructions. (preferred method)
- Email: artwork@gordonbernard.com
- Be sure to identify your group, city and state and account number.

We will always acknowledge an e-mail during the next business day. If you don't receive a reply from us, we probably did not receive your e-mail.

Your photo prints will be returned with your calendars. If your shipment includes more than one box, there will be a sticker on the outside of the box that contains your picture materials.