

Online photostories Ad Specs

STORYBOARD -

A storyboard includes summary text (200-300 words) plus individualized captioning of each image. Summary text gives a brief description of your story - this text will appear in a static frame while your online story cycles from image to image. In addition, photographers may also submit their Contact information. Contact information may or may not include name, company name, address, phone, fax, up to two emails, and up to 3 personal URLs. Your ad may run up to 20 images - send in as many images as you'd like and we'll choose 20 for you, or send in up to 20 images and we'll run all of them.

KILLER SHOT

Images that appear on the Killer Shots pages should be spectacular, once-in-a-lifetime images that publications can use for "filler" or end-page stories. They should have an amazing quality to them that makes someone take notice. Killer Shots can illustrate concepts, such as family, anxiety, separation or love, and they can also capture unique moments of time. You may submit more images than you have reserved and we will choose for you, or you may submit the total number of images reserved. Your image will appear with caption information - up to 100 characters - please submit the caption information as a separate text file. Your killer shot will also contain contact information composed of your name, website, email address and phone.

The following ad specs cover both Storyboard and Killer Shot Ads. Please consult the appropriate category for your specific ad. If you have any questions, contact Sharon at 516.432.5575 or email sharon@loupemedia.com for clarification.

- Images must be sRGB jpegs, 72ppi, horizontals will be 500 px wide, verticals will be 386 px tall - leave the other dimension so that the image stays in proportion - square images cannot be more than 386 px tall.
- Turn off any ICC embedded profile.
- Quality should be set to medium. No image should be more than 2mb.
- If you are uncomfortable resizing images, we will do this for you.
- Please ZIP multiple images into one folder. To zip a folder in Windows XP, right click the folder, and select SEND TO: Compressed Zip Folder. Please do not submit STUFFIT folders.
- Each image must have a unique file name - do not include any symbols in the file name.
- Enclose a text file with each file name listed along with a small caption (no more than 100 characters), this is in addition to the text file that should be sent with Storyboard ads.
- For your own protection, make sure that each image file contains the appropriate IPTC information, especially your copyright information
- Your artwork and text is due on November 30 for the January edition, May 31 for the July edition.

FTP INFO:

If you would like to use our ftp site to upload your information, use the password and user name assigned to you for this issue. Passwords and user names expire after each issue and must be reassigned. Go to <http://www.loupemedia.com/ftp> for easy upload.

Home page: Loupe Media reserves the right to select one or more images from both storyboards and killer shots, to appear on our home page. Images that appear on the home page will be linked directly to your storyboard or to our killer shots page. Images will remain on the home page as long as the advertisement remains current.