



The AHS is dedicated to making its publications increasingly more professional. The goal is to have each photo published of a Hanoverian represent the breed to the full advantage, and show the individual pictured in the best possible light. As such, the standards for acceptable photo quality have been raised, and new guidelines for submitting prints, slides and digital files have been established.



Low-resolution (72dpi) – unclear and jagged



Medium-resolution (150dpi) – still fuzzy



High-resolution (300dpi) – sharp and clear

SUSAN SEXTON PHOTO

PHOTO SUBMISSION GUIDELINES

WHILE THE MOST COMMON method of submitting photos for publication in *The American Hanoverian* is still high quality glossy prints produced from negatives or transparencies, the AHS recognizes that many of our members, as well as the professional photographers they utilize, have switched from film to digital cameras. This technology can produce excellent results and convenient storage and transfer options, however, it can also be confusing to the novice user, making it easy to produce low-resolution files that are appropriate for use on web pages, but not the high-resolution images printed publications require.

Please review the following standards and guidelines carefully to ensure your photo submissions are acceptable.

Standards

Interior Pages: Glossy prints, high quality slides, or high-resolution images shot with a quality digital camera are acceptable.

Covers: 8"x10" glossy color prints, large format transparencies, or high-resolution images shot with a quality digital camera are acceptable.

CONVENTIONAL PHOTO GUIDELINES

Submission

Conventional photos may be submitted to the AHS Central Office or directly to the editor. Include a self-addressed stamped envelope if you wish to have your photos returned.

Professional Photos or Proofs

Professional photos will only be accepted with the photographer's authorization for publication or release form included.

Proofs, or unauthorized copies (scan or copy such as those made at a photo duplicating machine), will not be accepted. If there is any question on the authenticity of a photo, it will not be accepted.

Captions

Each image must be accompanied by a detailed caption identifying the horse's name and pedigree (sire-dam/damsire), the name(s) of the handler/rider, owner and breeder, the activity or location depicted, and the photographer's full name. Avoid ▶

writing on the back of the photo, which sometimes leaves impressions on the front and gets ink on any photos pressed against it. Use pressure-sensitive labels to put your name, address, and photo identification number on the back of prints. When supplying captions in a word processing file, please also include a print out.

DIGITAL PHOTO GUIDELINES

Standard Submission (preferred)

Digital photos may be submitted to the AHS Central Office or directly to the editor on disk. All photos must meet format and minimum resolution standards. Acceptable media in order of preference include CD, zip and floppy disks. Include a self-addressed stamped mailer if you wish to have your disk returned.

Electronic Submission

While standard submission is encouraged, digital photos may be submitted directly to the editor via e-mail or FTP (e-mail the editor at sandy@unbridledcreative.com for FTP instructions). JPG files (with maximum to medium quality compression only) are recommended for electronic submission.

! Please **DO NOT** send more than two attachments at one time!

Format:

Acceptable file formats are TIFF, EPS, PICT, or JPG (with maximum to medium quality compression only).

Resolution

This is the most important aspect of a digital photo's reproductive quality. Resolution is measured in pixels or dpi (dots per inch). A pixel represents a dot (these are the elements that make up the picture). Digital cameras use thousands to millions of pixels to make up an image. The more pixels available, the larger you can make your image and still have it look sharp, without loss of detail. A 3.3 Mega Pixel camera or better is recommended.

Resolution may be represented in two ways. Image size, indicated by two numbers – such as 1280 x 960 – shows how many pixels are used to make up each dimension of the image. On the other hand, dpi (dots per inch) indicates the density of pixels at a given dimension. For example, a 5"x7" photo scanned at 300 dpi will have an image size of 1500 x 2100 pixels. In either case, the higher the numbers, the more detail the image has captured.

Printing requires high-resolution images with a minimum of 300 dpi to produce crisp, clear photos. Low-resolution images are generally 72 dpi, and suitable for web pages and screen display. They will not produce an acceptable image for offset printing.

Always set the camera for its highest quality and resolution, even though that means you will have to take fewer photos at one time. The minimum resolution acceptable for submission is 960 x 1280 pixels. This resolution will produce (approximately) a 3.5 MB uncompressed RGB file size and reproduce at 3.25 x 4.25 inches. If the uncompressed RGB file size is larger than 3.5 MB, chances are the resolution will be acceptable.

! Please **DO NOT** resize, crop, touch up, or otherwise manipulate the original file.

Captions

Each digital image must be accompanied by a detailed caption identifying the horse's name and pedigree (sire-dam/damsire), the name(s) of the handler/rider, owner and breeder, the activity or location depicted, and the photographer's full name. Use the photo ID number or digital file name to list your captions in a single document. When supplying captions in a word processing file, please also include a print out. ■

Sandra Werkheiser, AHS publications editor

HELPFUL HINTS

Or How to Avoid Alienating the Editor

- The photo must be sharp and clear.
- Do not send prints processed by one-hour services.
- Do not send scans or ink jet printouts.
- The horse must be completely in the frame, with no body part clipped off the image area.
- Acceptable photos require good contrast to print well in black and white. Avoid sending in color photos of dark horses against a dark foliage background, or light horses against the sky. Avoid shadows across the animals and their handlers, as well as background clutter (lone tree branches sprouting out of backs, people standing around, or extra animals that show up as a third ear or a fifth leg).
- Avoid taking photos when shadows are long; in most cases, the best times for a shoot are between 10 a.m. and 2 p.m.
- Do not write directly on the backs of prints, or staple or paper clip them to other material.
- Do not shoot digital photos at low-resolution (less than 300 dpi or 960 x 1280 pixels).
- Turn off your camera's automatic date stamp, which may render an otherwise terrific shot unusable.
- Do not e-mail electronic files with more than two attachments (except by prior arrangement).
- Include a self-addressed stamped envelope if you wish to have your photos or disk returned.

Perfect for Gifts...

American Hanoverian Society Promotional Merchandise

- **Sweatshirts** – Featuring the yellow and black "H-US" logo embroidered on the front. Hunter and grey. \$30.00
- **Polo Shirts** – 100% cotton pique mesh in white with embroidered logo in yellow & black. \$33.00
- **Ball Caps** – Featuring the embroidered logo in yellow and black. Choice: khaki with black bill or hunter green. \$15.00
- **Glassware** – Set of four 12 oz. tumblers with logo and American Hanoverian Society in black lettering. \$25.00
- **Lapel Pins** – Black and gold cloisonne pin with the AHS seal. \$6.00

All prices include shipping • Contact the AHS Central Office to order • 859-255-4141 • E-mail: ahsoffice@aol.com

