

GUIDE TO SUPPLYING IMAGES

Good quality photographs are important in helping to secure media coverage for your press release and as such we recommend, for distribution orders, you send us one or two images to accompany your press release.

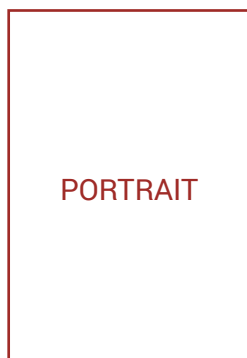
IMAGES MUST BE:

- relevant to the story – do they relate to what you’re announcing?
- easy to view – if it’s out of focus, or difficult to make out what the image is, don’t send it to us. We won’t use it.
- high-resolution – we recommend a minimum of 300dpi; that’s around 1mb. We won’t use low-resolution images unless you’re solely wishing to target online media. When printed they will look blurred and out of focus.
- clearly labelled so it’s obvious what they are. If the images contain people, please provide names, and job titles with organisation names if relevant. If the images contain more than one person, ensure you clearly indicate whether you’ve listed names from left to right, right to left, top to bottom etc.
- copyright-owned by you. By uploading images to PR Centre you’re saying that you own the image rights and have obtained any relevant permissions to use the image by the people, organisations or other matter contained within the image.



[CLICK HERE TO PLACE AN ORDER](#)

We recommend that you send us two to three images, ideally at least one oriented portrait and one landscape per press release.



For press release writing only orders it is not necessary to upload images.