

Digital photographs for Press Releases

To make free publicity or editorials more attractive and to maximise the chances of publication in the trade magazine it is of the highest importance to have a good set of digital photographs available. Submitted press releases without a good set of photographs are not being considered anymore and put aside immediately. The photographs should have a direct relation to the subject of your press release. Important is that your photograph concentrates on the main subject of your press release and supports your written text. It must convey the same message, your biggest benefit, advantage etc. The right criterion: do these pictures tell the right story about my company? Our suggestion is to make close-ups where you can. These very often tell more in detail about your abilities than overall pictures. More important is that they are mostly much more appealing to editors and readers. See some of the enclosed examples from our own practise and you will understand what we mean. The most important is to attract attention either through recognition or because it arouses interest through being puzzled. Don't forget that nowadays also magazines are being scanned at most. You want readers to stop and read during their scanning.

The digital photographs for **publishing in print** need to comply a number of prerequisites.

These photographs need a minimum resolution (detail) to be able to be used by the publisher. This resolution is measured in dpi, (Dots per Inch) and can be set on the camera (e.g. high quality, medium quality or low quality, or the exact number: 800x600 – 2400x1800). The better quality the camera, the higher resolution you can use. Therefore one of the quality indicators for digital cameras is the total number of pixels (dots, or image elements) the camera can record in the picture. The higher the number, the higher the detail in the picture.

For printed material **High resolutions** are used: 300 – 600 dpi, dimensions of the photograph preferably approx 2800x2000 pixels. Please note that when your picture is only 300 pixels wide and 200 pixels high, the “blowing up” of this picture in a photo editing tool to e.g. 600x400 pixels will result in a much lower quality picture. The photo editor cannot add detail to the original picture; therefore the enlarged picture will lack a lot of detail.

The golden rule therefore is: you can always make the picture smaller, but never bigger (without losing quality). The “raw” pictures from the camera should be checked and/or modified for optimum results (brightness, colour, contrast etc) by a professional and should be fit for direct use. The file sizes of the pictures in the camera may vary from 2-3 MB to 20, 30 MB or even bigger, depending on the settings of your camera and the type of your camera. After you have transferred the picture from the camera to the computer and your image program / photo editor you need to decide in what file format to store these pictures. Commonly used photo file formats are: PSD, TIFF or JPG (uncompressed)

PSD is the format of the digital imaging software Photoshop. This is the preferred software to scan, modify and or design high quality images for many companies that make up the magazines. The TIFF and JPG are industry standard file formats that is used to interchange files between software applications. The main goal here is not to loose quality (pixels) in this storage step; therefore do not compress the file to a smaller size, as you will loose detail. It is better to let the publisher size these pictures to his requirements for his magazine. Depending on the photo editor / image program you use you can make a choice between these formats. It is a good suggestion to store your pictures in more than one file format, e.g. in PSD format: mypicture.psd and in tiff: mypicture.tiff.

Depending on the file size of your picture you either email them to the publisher or burn them on a CD-Rom and send them via normal mail. It is custom not to send files bigger than approx 2 MB per email as attachments, as this may cause all kinds of problems when the Internet infrastructure is less strong.

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