



SUBMISSION OF PHOTOGRAPHS FOR FORD PROMOTIONAL USE

Please send between two and six quality performance photographs of your group or artists by **December 7, 2018**. Send the photos by [Hightail.com](https://www.hightail.com) to communications@ford.lacounty.gov or invite communications@ford.lacounty.gov to share a [Dropbox](https://www.dropbox.com) folder.

Photos must be received no later than **January 4, 2019** to be considered for season marketing materials, but we would like them as soon as possible.

GUIDELINES:

- The images you submit will represent you and your show in all Ford promotional media (online and print), so you want them to be **colorful, bold, lively and of the best possible quality**. You also will need these images for your own promotional use, so obtaining them now makes you much better prepared to promote your event.
- **It's best to provide photos of your group performing – photos that are active.** Posed photos of your group standing around do not tell the audience what to expect when they come to your show. Pretend you have never heard of your group and think about what kind of photo or image would entice you to buy a ticket.
- If this is a new piece, use photographs that illustrates your group and the art form you perform or use high quality photos from a previous performance.
- To be included in Ford promotional materials, your images should be at least 300 dpi and in JPEG format.
- Each event will get its own web page on FordTheatres.org. Currently specs for the main image on your event page are 871 pixels (wide) x 471 pixels (tall), so horizontal images work best.
- It is best to submit a variety of photos. The Ford can use vertical as well as horizontal photos in the photo gallery on event pages and in social media.
- While we need photos now for the purpose of creating promotional materials that represent the season, photos for the website and social media can continue to be updated during the course of the year.

If you have questions, please contact Kim Glann, Director of Communications & Marketing at kglann@ford.lacounty.gov or 323-871-5908.

PLEASE DO NOT EMAIL LARGE IMAGE FILES. You can send large files through [Hightail.com](https://www.hightail.com). It is a free service and can transfer files up to 100 MB. Or you can invite communications@ford.lacounty.gov to share a [Dropbox](https://www.dropbox.com) folder.