Washington Bankers Association
Photo Submission Guidelines

The WBA invites its members and professional photographers to submit original, high-quality and/or professional images and illustrations for use in the Association's promotional materials including:

- *Issues and Answers* magazine, the official publication of the WBA
- The WBA website, www.wabankers.com
- Educational brochures and fliers
- WBA-WFL Bankers Convention registration brochure and program
- Other marketing/promotional materials as deemed appropriate

For these materials we are seeking digital photographs and illustrations of:

- Scenic Washington state
- Washington State Banks
- Images that relate to banking topics
- Conferences, educational opportunities, or banking events
- Capturing a banker in the act of supporting their bank, association, or the community
- Any other image that maybe pertinent to members of the Washington Bankers Association

Photo Submission Process

All photo submissions are screened and the WBA reserves the right to use only the photos that meet our standards and needs for publication. Photos may be sent anytime, however we encourage you to view our editorial schedule for information on our publication deadlines.

All photographs submitted must be an original copy and rights-free. By submitting your photo you grant the WBA the right to use copies of the image in Association marketing and promotional materials, in any manner, without compensation.

Photos are requested in digital format; photos sent by mail will not be used or returned to the sender.* Please send images by email to **gretchen@wabankers.com**. Submitted images should include the following:

- The name, phone number and email of the person submitting the images (*must be included*).
- Information about the photo such as: when and where it was taken, names of persons, objects, buildings and locations that are visible in the image, and any other relevant details.
- Appropriate photo credit (only if credit is required). WBA will give photo credit when it fits the format. If you would prefer not to be listed by name, please let us know.
- Photographer must be 18 years old or older.
- WBA photo release form; if your photo(s) feature people, it must be accompanied by a release form signed by the person(s) in the photo. This form may be found on our website under Communications.
- Photos containing a photographer's watermark or other copyright may not be submitted.

Third-party photos are not accepted. Please submit photos that are unlocked, free of photographer's watermark, and exempt from copyright. Photos that are password protected will not be accepted.

Photo Specifications

<u>Web</u>
- Preferred image formats include: PSD, GIF, and JPEG.
- High and low resolution images may be submitted.
- Photos may be submitted in any size. Larger images are preferred for editing purposes.
- Suggested graphic sizes:
    - Extra small: 40 x 40 pixels
    - Small: 125 x 70 pixels
    - Medium: 200 x 150 pixels
    - Large: 350 x 90 pixels
- Images are preferred in large size format for editing purposes. Please contact us if you're unsure how to submit your image.

<u>Print</u>
- Submit vector-based art work with all fonts converted to outlines, such as produced by Adobe Illustrator or Macromedia Freehand. Preferred formats include: AI, EPS or PDF.
- Raster-based art, such as produced by Adobe Photoshop, is also accepted. These files should have a resolution of at least 300 dpi at expected print size. Accepted formats include: TIF, PSD, or JPG (set to maximum quality).
- Please note that low-resolution graphics from, or for, websites are not acceptable for print projects.

Submit appropriate images. Photos that are deemed offensive in nature or which depict illegal activity may be submitted to the authorities for investigation and possible prosecution.

Questions

Contact Gretchen Kirkpatrick, WBA Web & Database Specialist, at 206.447.1700 or **gretchen@wabankers.com**.