

SONORA PHOTO CLUB

Photographer of Month (POM) Submission Protocol

- 1) Photos must be completely edited and will be posted to the web as received, be sure to sharpen for the web.
- 2) Photos on the page appear to be more finished looking with a border; if you want your photos to have a border directly on the edge of the photograph, you will need to do that. If you submit the photos without a border then a border will be applied when posting to the web; this border will sit around the photo but does not directly border the print (I don't control where the border goes around the photo).
- 3) The six main photos must be in jpeg format, sRGB (web color format) with the longest side no more than 700 pixels, saved at 72ppi. This should create a small file that will work well on the web. The photo usually ranges from 200 to 900 KB or so, depending on the information contained in the photo. Files should be emailed to cruisin@mlode.com no later than one week prior to the beginning of the month in which your photos are to appear.
- 4) Horizontal format works well for web layout.
- 5) Including your copyright on the photo is a good idea, but is not required. You may choose to include a large low opacity watermark across the photo if you are concerned about someone copying the photo for their personal use.
- 6) Photo captions and/or your name will not appear on the web underneath the photo. Your name will appear on the web site of that section and be related to the photos.
- 7) Bio/article text should be no longer than 400 to 500 words and should be edited and spell-checked. It will be posted as received, other than changing text for web use. Submitting in Times 12 font is helpful.
- 8) The POM will be given an opportunity to display a total of **NINE** photos, including header photos.
- 9) One photo on the Introduction page (first page of website), one photo on the Member's Photographs page, and one photo on the Photographer of the Month page: the Photographer of the Month page is where the SIX square or landscape shaped photos will be placed, the photos on the three places mentioned above will be taken from the photos on the Photographer of the Month page.
- 10) Three photos need to be submitted in web "header" size, 800 pixels across x 286 pixels down. These instructions (compliments of Zach Levey) are for Lightroom but can be used as guidelines on other sizing programs.
 1. Go into Develop mode.
 2. Open up the crop menu.
 3. Choose the "Aspect" drop-down and select "Enter Custom..."
 4. For the width put it at 2.797 (left box), for the height (right) leave it at 1.000. Crop it.
 5. Export the cropped file at 800 pixels on the long-edge. When you look at the jpeg, it says 800 pixels x 286 pixels.
- 11) You will need to number the photos with your name and 1 (front page), 2 (Member Photos page), and 3 (POM page) or I will choose which photos go where. Number the header photos in the same fashion or I will choose which header goes where.

View the web page to get an idea of how the photographs are laid out and how your chosen photos might work. Call (532-2818) or email Connie Cassinetta with format questions.