

BEHAVIORAL SIGHTINGS

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Image Requirements

We are excited to have your event in our national magazine! We think our **Event Sightings Sections** do a great job at showing who was at all the events around the country, what happened there and how it all impacts our industry.

Below are some guidelines to insure your event makes it into our magazine and will look great!

For our **Event Sightings Sections**, the more images the better. A good guideline is, if your event spread in our magazine will be a two page spread, then we would need about 75-100 images to pick from, give or take. There will be approximately 12-15 final images per page. For a 4 page spread, so we would need approximately 150-200 images to pick from.

Images sent should be **no smaller** than “4x5 inches” (1500 x 1200 px). Check your camera and make sure it is set to the highest pixel setting possible. The larger the images we receive, the more we can do with them, thus resulting in a better looking section for your event.

Images submitted should be taken by a **DSLR camera** or better and indoor images taken **MUST** use an adequate flash.

The format's we accept are **.jpg**, **.tiff**, and **.psd** images (**no RAW**) and prefer CMYK but will accept RGB.

No images pulled from websites or online images will work for anything in print.

No Smartphone images will be accepted except on rare occasions for quality control. Some high quality “pocket” cameras will work for close up shots (a group of 2-5 people) as long as they use a flash and meet the dpi and pixel requirement. No images under 10 Megapixels should ever be submitted.

Please note: Images should always be sent without compression. Some email programs may compress images. We prefer you upload your images to a cloud based service like Dropbox and then share a link to your image folder via email.

Thank you and we look forward to having your event in our next issue!