

## 2012 FORD AMPHITHEATRE SUMMER SEASON

# SUBMISSION OF PHOTOGRAPHS FOR FORD PROMOTIONAL USE

**Bring your images on a disk or flash drive to the **DECEMBER 6** orientation.**

Ford staff will review your photos during the meeting and give you feedback at the end of the meeting.

**If you do not bring photos to the DECEMBER 6 meeting, please mail images on a CD or email the images via [yousendit.com](http://yousendit.com) (or other large file sharing Web site) to:**

Kim Glann  
L.A. County Arts Commission  
1055 Wilshire Blvd., Suite 800  
Los Angeles, CA 90017

[kglann@arts.lacounty.gov](mailto:kglann@arts.lacounty.gov)

**Photos must be received no later than **JANUARY 11, 2012** to be considered for season marketing materials, but we would like them as soon as possible.**

### **Guidelines:**

- Please make sure to view the Ford's Web site to get a better idea of the proportions and sizes of images that work best. The home page and the events pages for the [Inside] the Ford winter season are the most important sections to view (the event pages for the 2011 summer season are no longer active). Visit [www.FordTheatres.org](http://www.FordTheatres.org). In most cases, horizontal photographs of your show and the artist(s) work best.
- Your images should be at least 300 dpi and in JPEG format.
- If you have not requested photos from your artists, please get them prior to January 11.
- It is best to submit a variety of photos. The Ford can use vertical as well as horizontal photos in photo galleries on event pages and to send to press.
- If your show is a new production and you do not yet have photos, bring images that are representative of what your group does or photos from previous shows you have done. **It's best to provide photos of your group performing – photos that are active.** We can't use posed photos of your group that were taken in a photography studio. (Pretend you have never heard of your group and think about what kind of photo or image would entice *you* to buy a ticket to your show.)

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.

Note, while we want a good selection of photos now for the purpose of creating promotional materials that represent the season, photos for the Web site and social media can continue to be updated during the course of the year. Also note, event pages on the Ford Web site will be created mid-March. ***Even if a photo of your group is not used in season promotional materials, we must have a good photo of your group by mid-March to create your page.***

If you have questions about your photos, please contact Kim Glann, the Productions Marketing Manager at [kglann@arts.lacounty.gov](mailto:kglann@arts.lacounty.gov) or 213-202-5934.

**NOTE: Please do not email large image files.** Put them onto a CD or flash drive and bring them with you to the December 6 orientation. You can also send large files through [www.yousendit.com](http://www.yousendit.com). It is a free service and can transfer files up to 100 MB.

**NOTE:** We cannot use images that come from printed magazines, newspapers, brochures, etc. They already have a dot pattern from the printing process and will not reproduce successfully.

**NOTE:** No PDFs or images embedded in a Word document are acceptable.