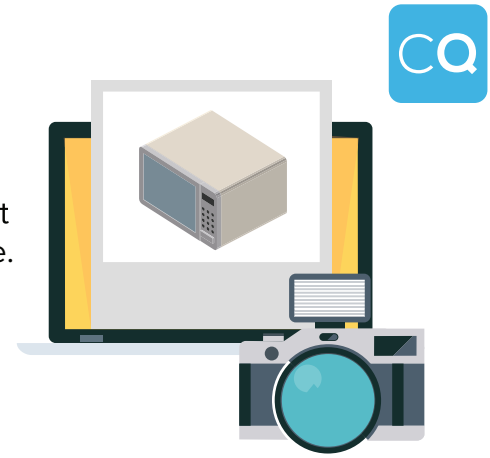


Let's Be

Image Conscious

This is the third post in our “Media Monday” series highlighting the different ways publishers can optimize their products’ presence in the CQ Catalogue. More and more, the quality of images and the presentation of products within the images can make the difference between a customer quoting your product or moving on to another manufacturer. The following guidelines will help you get the most out of your submitted images.

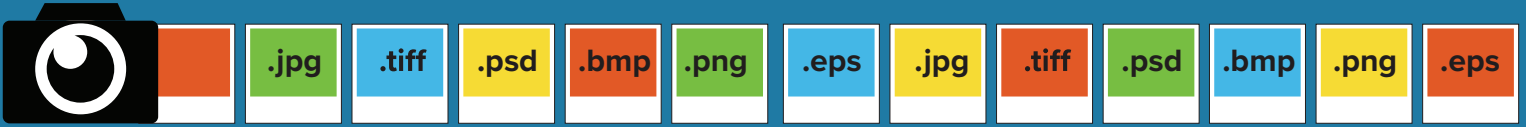


Ownership

Images have to be yours – they must be your property. We do not allow copies or reproductions unless you have a written release.

Formats

We accept JPG, TIFF, PSD, BMP, PNG and EPS formats, and any other formats compatible with Adobe Photoshop. Do not embed images in documents.



Quality

High-resolution images will automatically trigger CQ Catalogue’s zoom function, so that customers can get a close-up look at the products they plan to quote. Our recommended image size is 1300 pixels on the longest side with the highest resolution you can provide.

1300px

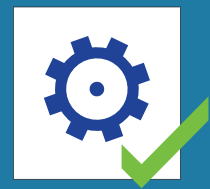
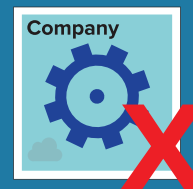
Presenting the product

The image should accurately represent the product in its stock, normal configuration, with minimal or no propping. Do not show options or accessories that you do not include with the product. The product should fill 85 percent of the image, vertically and horizontally aligned.



Submitted image

The image should have a white background and exclude watermarks, captions, descriptions or any type of text or logo (unless the text or logo is actually on the product itself).



Identification

File names for images should be descriptive and correspond to product or model numbers as shown in the CQ Catalog (or include a spread sheet with file names and references).

MFR_Model#.jpg

Delivery

You can send images via email attachment, using file-sharing sites like Dropbox, or giving us direct access to your network via File Transfer Protocol (FTP). You should send images to your CQ Content Manager.

