

IMAGE GUIDE

Images are key to supporting successful news stories and press releases.

In some cases it is the decisive factor when Editors decide to publish a story. A recent study showed that releases with photos and other multimedia can increase the number of views by **77%**.

So here at **pr2go** we've put together some top tips on how to make sure you take the best picture when submitting your brief to accompany your story.

We've also got some examples of great compositions to use as a guide when you submit your selection of images to support your story.

N.B. All photographs/images submitted to pr2go should be no larger than 2 MB / 300 dpi.

TOP TIPS

A good photograph should:

- 1) Engage readers
- 2) Illicit emotion
- 3) Be clear and descriptive

When taking pictures make sure:

- It's in bright light with no casting shadows
- You've practiced a composition with a group of people together
- There's an interesting background
- It's creative – can't think of anything? Call us!
- SMILE!

REMEMBER: this is how the world and your market will see you and your company so you'll want to show your business in a good light.

Don't take pictures:

- That are distasteful
- Of just logos – it's not an advert!
- In poor light
- Don't shoot people like mug shots. Turn them to the side or even have them looking back at you.
- With a busy background that is not relevant to the story
- Of moving objects that cause the image to be blurry
- Of children under the age of 16 without expressed consent of parent/guardian.

Charity rowers ocean rescue



'Silly Boys' ... I to r Wayne Davey, Chris Jenkins, Joby Newton, Tim Garrent

Business News: In-toto Kitchens' fitting tribute to kitchen company stalwarts

Jan 18 2012 Add a comment | Recommend



Derek Eales (left) and Ken Chipperfield (right) with Richard and Diane Gee



STRONG IMAGES

POOR IMAGES



Too Busy



Too Far Away



What's the Story?