

IMAGE GUIDELINES

Please use the guidelines below to help you determine which photos and images to provide to the PlayMyAd Creative Department.

▶ What file types are accepted?

We will accept the following file types: **JPG** **JPEG** **PNG** **GIF**

▶ What about my logo?

If you will be providing logo of your business, we ask that it is provided in the .png file format with a transparent background. Logos with a white or black background can be difficult to work with when producing the commercial.

▶ What kinds of images are we looking for?

We are looking for images that will help give the audience a sense of your business products and services. For an effective commercial, we are looking for photos of:

- **Your place of business - outside (preferably the outside of the building with your business name prominently displayed)**
- **Your place of business – inside (this is particularly important if you are emphasizing the atmosphere of your business in your commercial)**
- **Your products**
- **Your staff and employees (this is particularly important if you are a service based business)**

▶ What size should the photos be?



The photo should be a minimum of 1280 x 720.

It is not advisable to use photos taken on a camera phone as they do not produce the size and resolution needed for a commercial that will be played on a TV screen.

QUESTIONS?

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