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Image Request Requirements

(Including Text Copy and Catalog Production Literature Guidelines)

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Phone: 303/450-4218 ** Website: www.wmaweb.com

Photo (Image & Logo) requirements:

Please supply quality images for your product Sku's as requested via our emails and/or Excel file requests. It is your responsibility to carefully review previous WMA catalogs and identify old and/or incorrect images. Include a "Directory" of all images being included for the specific WMA products under consideration (New Sku's, Mcat, Ycat, Ecat, etc.).

Please include your company logo (B&W and CMYK Color), applying the requirements listed below. (Most commonly supplied as a vector based .EPS)

- HIGH RESOLUTION (300 DPI minimum) CMYK COLOR IMAGES REQUIRED!
- Image Print Size is about 2" x 3". Set size accordingly. Smaller sized photos are rarely acceptable.
- EPS, TIFF or JPEG digital format. Please include a clipping path to facilitate non-background usage.
- **WMA's FTP Site** - Preferred It's FREE and web-based, so no special software is needed. Try it today!
 - ~ Email Julie julie@wmaweb.com for your User Name and Password.
 - ~ Include a "directory" of items being sent in an email confirming your successful upload.
- **CD** - Include a directory of all images being included on the CD.
 - ~ Label CD with our specific catalog name (Ecat Images, Mcat Images, etc.)
 - ~ If sending an inclusive image library, the CD(s) must include a directory of the WMA required images, referencing our listed Sku numbers.
 - ~ Include the name of the person who prepared the artwork image file (email and phone).
 - ~ Please read Note #1 below.
- **Email** - Use only when sending a few images (under 10MB total).
Again, always identify each image by the Sku number we list on our request file to you.
- **Website Image Downloads:**
WARNING... Time spent beyond very quick access is billable.
Provide clear details on how to easily access images.
Provide directory of new/updated images of Sku's for catalog.
Please read Note #1 below.
- **Note #1:** Locating images (CD library/websites) has become labor intensive. If locating required images is not simple and a WMA catalog-specific "Directory" isn't provided, expect a \$65/hr billing to cover WMA's additional costs.

WMA-GS - Your Digital Photography Source!

- WMA Graphic Services offers professional photo/image production services. Visit: www.wma-gs.com.
You provide the sample(s) and we take photos at \$75 per finalized image. There is never a session or set-up fee at WMA-GS. Our price includes color correction and a clipping path for the option of no background. If requested, we will provide you with 300 DPI images for your corporate use. No usage fees apply. Ask us about discounts for high product volume and multiple views.

Catalog Text Copy:

- Each product grouping in a WMA produced catalog has a:
HEADER (Product Family Name)
Quality product paragraph description (Text Copy) ready for copy-n-insert as needed. Quality Text Copy describes the Sku(s) to retail store buyers (not consumers). Professional detail is best.

Literature:

- Please send current catalogs, sale sheets, etc. These items are invaluable reference materials.

Instructions / Support Documents

- WMA website www.wmaweb.com
Ads/Cover... for *File Specifications*. Or click here: <http://www.wmaweb.com/imageads/ads.htm>
Catalogs... for *Unit of Measure* and *Pack* definitions. Or click here: <http://www.wmaweb.com/catalogs.htm>

Thank you very much!