

Custer County Guidelines for Photographic Images

Custer County Tourism Board seeks images for use on its public website, VisitWetMountainValley.com. We welcome high-quality images that meet our specifications from any photographer and imaging device to illustrate scenes and events in Custer County.

We seek nonexclusive license to use images for a period of two years promoting Custer County destinations on the website and social media. We pay \$75 for selected images, which we may use with any page or post appearing on VisitWetMountainValley.com and social media. If images are included in the website's Home Page slideshow, we pay an additional \$50 (\$125 total) for up to two years of top-level use. Photographers may contribute their work and decline payment. There is no additional payment for images that appear in navigation menus (archives), as well as in posts, pages, and page headers.

Note that most images displayed on VisitWetMountainValley.com are wide horizontals. We may have limited uses for vertical images. Please focus submission on images that can crop effectively to a wide proportion of at least 2:1 and remain at least 1,600 pixels wide. Don't crop before submitting.

We also will consider for posting well produced videos of scenes, events and activities in Custer County. We may seek raw footage for projects we produce. Please click "Contact" in the website's footer to let us know what you have and how it might benefit promoting tourism on VisitWetMountainValley.com

All submitted images must:

- Be 72 dpi JPEG, single-layer image files of high-quality exposures and composition, toned for reproduction in the sRGB color space.
- Be at least 2,000 pixels wide but no wider than 3,000 pixels.
- Depict actual scenes, moments and events in Custer County.
- Be unmodified in post production, other than toning adjustments such as color balance, brightness and contrast; no elements may be added or removed from camera capture, except by rectangular cropping.*
- Not include a visible watermark or type on the picture.
- Be the original work of the photographer for which they retain full copyright.**
- Be captured in the past 10 years—unless depicting a historical topic.
- Show recognizable people only as they appear at events to which the general public was invited, or with the subjects' permission.
- Include, in all caps, at the start of file names: photographer's last name. Photographer should also include any image number retained in image file records.
- Include (at minimum) in the image files' metadata the photographer's name, a caption/description, the location and time where image was captured. (Learn more about metadata at photometadata.org)

** Multi-shot panoramas and realistically rendered HDR images may be acceptable.*

*** We will accept images from local businesses and organizations only if they have a license to use the photographs for commercial purposes and take responsibility for obtaining required model releases. However, in general, we will not pay to use such an image.*

To deliver image files-Upload sRGB JPEG image files, as described above, to:
visitwetmountainvalley.com/photography/

The Photography Submission form includes a Release and License Agreement. Photographers who would prefer to submit images by flash drive and sign a hard copy of the Release and License Agreement may leave a message at 719-480-7230 or send email to info@visitwetmountainvalley.com