

ALASTAIR SAWDAY'S SPECIAL ESCAPES

Photo Tips for Owners

There is strong evidence that visual appeal (attractive photos) is the decisive factor in online accommodation booking. The average web user spends only 15 seconds scanning a page before deciding whether to click on, so we want to help you make the page featuring your property as appealing as possible.

What we need

- 4 up-to-date pictures in landscape format.
- The most useful combination for users is a picture of the outside of the house, 2 interior pics (a bedroom and the living area/kitchen) and a view from the house or a garden pic.

What we accept

It is much more time-consuming and costly for us to process print pictures, so we greatly appreciate submissions by email. In order of preference:

- JPG image files by e-mail: originally at least 1Mb and then given medium compression.
- Digital photos on CD-Rom (1600x1200px minimum)
- Images that are available to download from your website, if you have one. Preferably from a high resolution gallery.
- Photographic prints.
- Transparencies.
- Postcards or brochures - a last resort - must be good, clear quality at least 6" x 4". NB they must not be copyright-restricted

Exterior photos

- Outdoor shots should be taken on a light, sunny day, ideally with a blue sky. It is important to wait until there is sunlight on the building you want to feature.
- The image is more effective if the property is in the centre of the frame and is bold and clear / quite close up - see exterior example below.
- If your house has shutters, open them before you take the photograph.
- Make sure the horizon is not at an angle.

Interior photos

- Most visitors need to see a bedroom shot before making a booking decision.
- Choose a naturally light room that shows the character of the property.

Please avoid

- People or cars in the shot.
- Plastic garden furniture, games etc.
- Swimming pools (because there are so many of them, and they tend to look the same).
- Aerial shots - they imply distance and it's hard for the reader to imagine themselves staying there.
- Date stamps on the front of the shot, for obvious reasons.
- Competitors' signs in the shot! (we will anyway remove where possible)

Example exterior



- Good bright image
- Interesting angle
- House is framed with surroundings to give context
- No people, plastic furniture, cars or general obstructions.

Handling and labelling pictures

Things that can mark perfectly good pictures:

- Clipping them together with paper clips/stapling them.
- Writing on the back of pictures in biro (the imprint comes through to the front).
- To label a photo, write on a sticker then stick it on the back. Or include a note to help us with identification.

Technology tips

Digital cameras

If you use a digital camera then please check the following:

- Most cameras have quality or resolution settings - which need to be set to high quality, or alternatively, to at least 1600x1200 dpi.
- When importing the pictures from the camera to the computer, some software asks whether you would like fine/normal/basic quality. Make sure you choose the highest quality setting for best results. Alternatively it may ask for file format - TIF is the best, but JPG will do at good quality.

E-mailing images

- Send photos by email to editor@special-escapes.co.uk
- You can e-mail the images to us as an attachment but please make sure that e-mails are no bigger than 5mb (megabytes) in total size. If you have four images more than 1.25mb, please e-mail them individually.
- It is best to save your intended images to e-mail in a good quality JPG format. (JPGs are good, but can lose a lot of quality if saved in low quality settings)

Sending a CD with the images on

- Please include a printout of all pictures as the cd cover.
- As CDs have a great amount of storage space, please include the best quality images you can. This is preferably in TIF format (no loss of quality) in CMYK colour format at 300 DPI.
- When making the CD, please title with either the "name of your property" and your surname for our identification.

Please note

- Photos are not returned unless requested.
- Any photos which you send to us may be used.
- We may need to crop property photos to our requirements.
- Please do not ask us to alter the composition of your photographs.

We want to help you send the best picture/s possible to do your property justice.

If you have any technical queries, please contact Tom Germain on tomg@sawdays.co.uk who will point you in the right direction.

Example interior



- Good bright image.
- The photo is straight & well framed.
- Photo gives a good idea of the facilities and furnishings, and also shows off the character of the room (in this case the tiled floor and beams).

Please Note: We understand that any images supplied to us by owners for publication are copyright-free