



SELLER PHOTO & VIDEO POLICY

*****Triangle Sales encourages sellers to submit good quality photos or videos for use on our website. However, we do not use material that, in our opinion, harms the potential sale of a horse.**

Please Note: That nothing can HELP the sale of a horse more than *good marketing material* and nothing can HURT the sale of a horse more than *bad photos and videos*.

Submitting your PHOTO for the Triangle Sales WEB LISTING:

- High Resolution - preferably 300 dpi at 4x6 inches or larger (digital cameras-select option "high quality," "HQ" or "3264 x 2448.") see owner's manual for details.
- Turn off the date stamp option before shooting.
- Do not crop or alter your image before sending. Any needed adjustments will be made by the sale company.

Submitting your VIDEO for the Triangle Sales WEB LISTING:

- Upload your edited video to YouTube and send us the link to that video (info@jimware.net).
- Videos from your cell phone, mobile tablet or camcorder WILL NOT be accepted.

Submitting your VIDEO for the Triangle Sales AUCTION RING:

- Bring a DVD with the video of your horse to the sale. The video will be played on a DVD player (not a computer).
- Home-made DVDs often do not work so please verify that your video will play on a DVD player prior to submitting it to us.
- Have the video at the point of play so the footage of your horse will be immediately accessible when the DVD is inserted. Videos should show the horse at its very best from start to finish. Edit and limit footage to a maximum of 2 minutes.
- VHS format is no longer accepted.
- Videos from your cell phone, mobile tablet or camcorder WILL NOT be accepted.

PLEASE NOTE: Deadline for submission of photos and videos is indicated on consignment form.

LATE SUBMISSIONS WILL NOT BE ACCEPTED and Triangle Sales makes **NO GUARANTEE** that your video will play if not submitted before the deadline.

TIPS FOR GOOD QUALITY PHOTO & VIDEO

We Offer These Simple Suggestions:

1. A photo or video made by a professional at a ranch or horse show is always best.
2. Photos and/or videos produced at home are certainly acceptable, but make them as close to professional quality as possible.
 - a. Proper lighting, inside or out, is always top priority. Natural lighting is best, early morning or late evening. The sun should be behind you, eliminating shadows.
 - b. Other objects in the area can be big distractions from the sale horse including, dogs, goats, chickens, children, tools, tractors, trees, etc.
 - c. Still photos should be made squatting from knee level and shot slightly upward. Make sure all the body parts of the horse are in the photo including ears, tail, legs, feet, etc.
 - d. Profile shots (horizontal photos) are preferred. A profile shot that shows the complete side view of the horse, making the horse proportional and balanced.
 - e. Position the horse as squarely as possible.
 - f. Try to get a good expression of the horse with ears pricked forward and alert.
 - g. Try to keep the person holding the lead rope out of the shot.
 - h. Fill the frame with the horse WHILE still leaving adequate and equal space around the horse.
 - i. Action photos are simply best done by professionals unless you have past-experience.

VIDEOS

If you use some simple techniques, you can make a great video. As you read, you will notice a lot of “do not” instructions – this is truly a case where less is more. Here’s a very simple recipe for video success ... follow it to the letter. Don’t add your own special sauce, just follow these simple points.

USE A TRIPOD. Do not hold your camera in your hand, it makes for a shaky video. There’s no such thing as ‘a little shaky’ when it comes to video – it is shaky or it’s not. The reason this is mentioned first is because it is the most important!

DON’T MOVE THE CAMERA (DO NOT zoom in & out, pan left & right OR tilt up & down) CAMERA SHOULD BE STILL.

Avoid using the zoom! **Have your horse work within the frame of your shot.** If you are wanting to showcase the quality of the coat or cosmetic features of your horse, take a close shot and have the horse turn or make small movements to stay within your shot. On the other hand, if your intent is to show the skill of your horse cutting or loping, take a wide shot and let the horse work within that shot without moving the camera back and forth. This might mean limiting the range of the cutting movements to a smaller area, but the viewers will appreciate seeing the performance of the horse vs. the performance (or lack) of the camera operator.

DO NOT SHOOT IN POOR LIGHT (darkness or bright light) Keep the sun to your back (and the back of the camera) and this will **insure that the light is on the horse.** If you are making your video indoors, find where the lighting is best and use that area for staging the action and movements.

DO NOT EDIT WITH FANCY EFFECTS. Most processes of editing with fancy effects will degrade the video, especially over multiple generations or passes. **Simply ‘cutting’ from one scene to another without special effects always looks clean and is most effective.** It keeps the attention on the horse and is a down to earth approach that works especially well for editing shots of animals.

ONLY SUBMIT VIDEO OF THE HORSE THAT IS FOR SALE. Do not submit video of other animals. While the family tree may be important, **people naturally assume what they are seeing on the video is what they are buying.** What might be obvious to you, may not be obvious to somebody else and the last thing you want is to be accused of misrepresentation.