

SELLER PHOTO & VIDEO POLICY

Photos and videos of sale horses are like a double-edged sword! 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.

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

Submitting your PHOTO for the Triangle Sales WEBSITE and/or CATALOG:

- High Resolution - preferably 300 dpi
- At least 2,084 pixels wide
- JPG or PNG format
- Submit your photo via e-mail to office@trihorse.com.

Submitting your VIDEO for the Triangle Sales WEBSITE and/or AUCTION RING:

- Upload your edited video to YouTube and send the link to that video to office@trihorse.com.
- Video from your cell phone, mobile tablet or camcorder will not be accepted.

BAD PHOTO



GOOD PROFILE



GOOD PROFILE SADDLED



TIPS FROM THE PROS

We Offer These Simple Suggestions:

1. A photo or video made by a professional at a ranch or horse show is always best.
2. A photo made with a camera is always best. Photos made with a mobile phone often will only be useable for web display and will often not have the resolution needed for print material.
3. Photos and/or videos produced at home are certainly acceptable, but make them as close to professional quality as possible.
 - a. Remove all dirt, mud, dust, etc. by washing and/or brushing the horse. Comb the mane and tail. Make sure any tack is in the correct position and clean.
 - b. Proper lighting, inside or out, is always top priority. Natural lighting is best, early morning or late evening. Try to eliminate shadows.
 - c. Other objects in the area can be big distractions from the sale horse including horse trailers, trucks, dogs, goats, chickens, children, tools, tractors, trees, etc.
 - d. 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.
 - e. Profile shots (horizontal photos) are preferred. A profile shot that shows the complete side view of the horse, making the horse proportional and balanced.
 - f. Position the horse as squarely as possible.
 - g. Try to get a good expression of the horse with ears pricked forward and alert.
 - h. Try to keep the person holding the lead rope out of the shot.
 - i. Fill the frame with the horse WHILE still leaving adequate and equal space around the horse.
 - j. 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.

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 in order 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.