

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. If you feel like you need help with a photo or video, please see the suggested photographers and videographers below:

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@trianglehorsesales.net

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@trianglehorsesales.net
- Video from your cell phone, mobile tablet or camcorder will not be accepted.

BAD PHOTO



GOOD PROFILE



GOOD PROFILE SADDLED



PHOTOGRAPHERS and VIDEOGRAPHERS:

Teri Cage	Texas	940-367-4269	Photo
Katelynn Ewing	Oklahoma	308-249-1579	Photo
Kelsey Flessner	Texas	580-530-0571	Photo
Amanda Glidden	Texas	405-570-9936	Photo
Mark Herron	Texas	817-917-6987	Photo
Larry Larson	South Dakota	604-393-0900	Photo
Marie Littlefield	Texas	405-444-1916	Photo
Primo Morales	Ohio	330-760-4656	Photo
Tomi Morin	Texas	210-296-7869	Photo
Tisha Pol	Iowa	515-635-5393	Photo
Shane Rux	Florida	813-760-4656	Photo
Sarah Sanderson	Texas	903-815-6361	Photo
Bee Silva	Texas	940-736-0585	Photo
Faith Skinner	Texas	817-992-8262	Photo
Travis Stewart	Texas	559-779-4741	Photo
Suzanne Sylvester	Texas	307-277-6461	Photo
Whitney Thurmond	Texas	512-718-0102	Photo
Lea Watson	Texas	940-367-2407	Photo
3-2-1 Action Video	Texas	415-938-7375	Video
Karley Clearman	Texas	325-669-3980	Video
Duncan Steele-Park	Texas	662-609-6935 or 662-609-6983	Video

NOTE: Some of the listed photographers are also videographers. PHOTOGRAPHERS AND VIDEOGRAPHERS...Please email us if you want to be added to the list, office@trianglehorsesales.net

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. 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. Try to eliminate 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.

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.