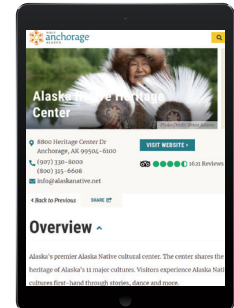# ANCHORAGE.NET PHOTO TIPS

MEMBER PHOTO GUIDELINES:

- Photos play a prominent role in Anchorage.net. Logos will not be admissible.
- Photos automatically scale in size based on whether a visitor is using a desktop computer, tablet or mobile phone.
- Email your photos to your member representative or upload via the member account center.

SPECIFICATIONS:

- Provide a horizontal photo in jpeg (JPG) format (no logos admissible)
- Images can not include URLs, phone numbers, text or logos
- No animated or Flash images
- Preferred image dimensions: 1600x800 pixels at 72 dpi
- Max. file size: 8 MB

Your business photo goes here

ASK YOURSELF THESE QUESTIONS ABOUT YOUR PHOTOS:

- What's the goal of this photo? Use photos that would compel a visitor to desire more information.
- What's unique about this photo? Could the subject be found anywhere or only in Alaska? Or better yet, only at my business?
- Is your product or service indoors or outdoors? Which is more unique to your business?

- Is the subject obvious and in focus? Ideally subjects should have spacing on all sides.
- Will this photo work on a mobile phone? Pick images that are compelling even on a 3x5 inch screen.
- Does this photo overcome the audience's prejudice against the cold and dark of Alaska? Unless you are selling the aurora or evening activities, daytime images perform best.

Not allowed

Preferred

Not preferred

Preferred

Not preferred

Preferred

Not preferred

Preferred

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