



Guidelines for Submitting Photographs to Firewise Communities

Firewise Communities welcomes your photographs! There are two ways to make your submittals.

For the firewise.org photo gallery use, submit them to webmaster@firewise.org. Photo resolution should be no less than 72 ppi.

Photos embedded into a word document, although easy to send, are typically too small to use in printed materials and not recommended.

If you would like your photos to appear in Firewise Communities newsletters, brochures or other publications, please use the following guidelines:

1) Photo Format - For print, submit uncompressed TIFFs or JPEGs either the highest quality jpeg but no less than medium quality. If you have the capability to shoot camera RAW, please feel free to do so.

To avoid problems when transferring photos across platforms, (Mac vs PC) name files with only letters and numbers. Avoid using punctuation and accent marks and special characters other than the hyphen and underscore.

2) Resolution: - The resolution of your photograph should be at least 6" x 4" at 300 ppi. Please do not apply Sharpening to the file(s) you are submitting. Depending on your camera, set the Image Quality to JPEG Fine or NEF (raw). Pixel Dimensions: use the highest or next to the highest pixel dimension possible. (Note: RAW files are very large and should be submitted on CD or DVD as they are often too large for email.)

3) Delivery:- Digital photographs may be delivered on either a CD-R or DVD- R. If you choose to deliver images on a DVD-R, be sure Firewise staff is able to read the format; there are multiple standards. For security of materials when sending CDs or DVDs, use USPS Express Mail, Fed Ex, UPS, etc. Please send to: Firewise, 1 Batterymarch Park, Quincy, MA 02169.

You may email the photo if both the recipient and sender's internet service providers permit large attachments. You may also compress the images using RLE compression software such as WinZip or Stuffit. Email: cblake@nfpa.org.

4) Image Names and "What Is it?"– When sending images it is helpful to name them and also to provide a caption for use in publishing. Be sure to provide the name of the person who took the photograph so appropriate credit can be given.