



Photography Spec Sheet

Photography submissions will be used in various ways which may include, print, digital, social media, marketing/ads and website usage.

- All photos must be shot in high-resolution. The files need to be at least 300ppi and at least 8"x10" in dimension.
- Although we appreciate the artistic side of photography and vast array of filters and techniques that are available, we ask that you submit only standard, mildly-edited photos so that we may maintain consistency in the appearance of our photos. Our in-house graphics professional will make any necessary tweaks. We do not accept overly saturated photos or HDR filtered work.
- The images must be sharp, have correct lighting and not have the tilted angles, which although fun, are not what we are looking for at this time.
- We want our photographs to maintain a professional, clean appearance, without distractions so that all focus is on the great photography. We, therefore, require that there be no text or watermarks on the photos. We appreciate the work that goes into the photography and will add a photo credit when able, generally at the bottom of a page. Please note that industry standard for use in marketing and ads, is that there are no credits or watermarks added.
- If we use your photo on our social media, we are always happy to give credit and tag you.
- When we use your photo in a blog, you will receive photo credit at the bottom of the page near the author's bio and will be happy to link it to your website.
- Occasionally we do a piece that may require a head shot and a short photographer bio. This should be no more than 1-2 lines and should include your website. Must sound professional and contain no slang or profanity.
- It is imperative that you have a model release form signed and witnessed any time a person's face is recognizable in a photo that you submit. We will not be able to use your photo without one.
- Photos may be used by Elizabeth City Area Convention & Visitors Bureau; Elizabeth City Downtown, Inc.; Elizabeth City Pasquotank County Economic Development Commission; Elizabeth City Area Chamber of Commerce and other partner agencies.