



41969 Highway 41 Oakhurst CA 93644

Phone: 559-683-4636 / Fax: 559-683-5697

[www.YosemiteThisYear.com](http://www.YosemiteThisYear.com) ~ [ysvb@YosemiteThisYear.com](mailto:ysvb@YosemiteThisYear.com)

## 2010 Photograph Submission Guidelines

The Yosemite Sierra Visitors Bureau accepts submission of photographs each year for inclusion in the annual Yosemite Sierra Visitors Guide. 100,000 Guides will be printed this year and distributed locally, throughout the United States, and around the world. The Guides are produced as a travel-planning piece for anyone asking for visitor information about the area and a guide to the area while visiting.

To continue producing a high quality guide that will serve to attract visitors to the area, the Visitors Bureau through its publisher, the Sierra Star, is looking for new “stunning” photographic images for the 2010 edition of the Yosemite Sierra Visitors Guide.

You can see a copy of the 2009 Visitor’s Guide by visiting <http://www.yosemitethisyear.com> or view the guide online at <http://www.uniflip.com/online-magazines/3/9515/28049/pub/>

### Requested Images:

High quality photographs that depict the scenic vistas, attractions, events, culture and activities of Madera County (including foothills and valley) and the Southern Yosemite region are requested. Photos of attractions, events and activities should include *participants having fun*. Images of Yosemite National Park are desirable and will be considered for the cover and some inner pages but the majority of images used in the Guide will be from outside Yosemite. Shots with stunning imagery and showing things to do will make up most of the Guide.

### Photographic Format:

Photographers must own all rights to any photograph submitted and model releases must be available upon request.

Submission of images is a two-step process

*Step one:* **Initial Submission** –

Previews of images will be submitted on CD for review and selection.

***Prints and color transparencies will not be accepted.***

**Each disc must be marked with:**

- ∞ Photographers name
- ∞ Photographers address
- ∞ Photographers phone number
- ∞ Photographers email address (if available)

Fill out the Image Submittal Form and attach an itemized list.

**Include for each photo:**

- ∞ Description of photograph

- ∞ Location of each photograph
- ∞ Format of the original image  
(example: 33mm, digital image 3019x3894px)

Images should be in jpg format and at least 600px wide. Larger is acceptable. ***Please make sure your original images meet the final image requirements before submitting for initial submission!***

A maximum of 100 images per photographer will be considered.

Package your submissions carefully with discs in appropriate sleeves or jewel cases. **Enclose the accompanying Image Submittal Form.**

**Initial Submission Deadline: August 15, 2009**

Submissions received after this date or those that are incomplete could be returned without consideration.

**Ship submissions to:**

Sierra Star  
Attn: YSVB Photos  
Post Office Box 305  
Oakhurst, CA 93644

**Return of CDs**

If you want your CDs returned you must include a self-addressed, stamped envelope with your CD's for them to be returned. For return by registered, certified or insured mail, include the completed forms from your preferred shipper with proper postage.

*Step two:* **Submission of Originals –**

Selections of image finalists will be made no later than September 1, 2009. A request will be sent to all photographers whose images have been selected, as finalists and a request will be sent for the original images.

Original images (slides, transparencies, etc) or drum-scans of originals (1200dpi CMYK) must be of acceptable quality for magazine printing. Those images not meeting these standards will not be used and backup images will be selected from the finalists. Slides are discouraged, as often these images are not of acceptable quality to use as a large image for print.

Package your originals carefully in appropriate sleeves or jewel cases. Enclose the accompanying Image Submittal Form.

**Examples of acceptable resolution:**

The size of the pages are 8.625" x 11.125" with bleed

The image resolution needs to be 350dpi

*This means for an image to be acceptable to use for a full page it needs to be at least 3019x3894px in size, and 5950px wide to be considered for a double page spread. Smaller images are acceptable but will not be considered for the cover or full pages*

**Ship your original images to:**

Sierra Star  
Attn: YSVB Photos  
Post Office Box 305  
Oakhurst, CA 93644

DEADLINE: Original images must be received by September 30, 2008

Questions? Call: (559) 683-4464 ask for Betty Linn or email Lisa Baker at [lbaker@sierrastar.com](mailto:lbaker@sierrastar.com).

**Payment:**

Please refer to the following chart:

Size	Location	Payment
2 ½ x 3 ½ or smaller	inside guide	\$25
1/6 page	inside guide	\$50
¼ page	inside guide	\$75
½ page	inside guide	\$120
Full page	inside guide	\$200
Double-spread	inside guide	\$300
Cover	Front Cover	\$425

Images used for background water marks shall be considered a flat \$50 payment

Pick-ups of same size or smaller in previous Guides; \$50

Pick-ups of larger size in previous Guides will be paid 40% of payment amount.

All photographs will include the photographer's byline.

The Yosemite Sierra Visitors Bureau would also like to reserve the rights to use the winning photo in the bureaus library. The photographer retains copyrights to their work unless other arrangements are made.

**The YSVB reserves the right to use images published in the online guide on the YSVB website with no additional payment to the photographer.**

**The YSVB and its agents also reserve the right to crop and manipulate images as needed for layout design.**

**Liability:**

While every effort is made to insure all entries will be handled with the utmost care and protection, the Yosemite Sierra Visitors Bureau and its agents **will not be responsible** for loss or damage to any submittal from any cause whatsoever, including shipping. All decisions of the Yosemite Sierra Visitors Bureau Board of Directors are final.



\*\*\*\*\*

**2010 Image Submittal Form**

Date: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_ web site: www. \_\_\_\_\_

---

Number of discs: \_\_\_\_\_

Number of images: \_\_\_\_\_

***Attach an itemized list to this form with***

- ∞ ***image number***
- ∞ ***format of original image***  
*(including resolution - if applicable)*
- ∞ ***description of image***
- ∞ ***location image was taken***
- ∞ ***model release***  
*(if applicable)*

I have read and agree to accept the terms and conditions of the Photograph Submission Guidelines, including the Liability Statement. I own all rights to the enclosed submissions.

Signature: \_\_\_\_\_

- ∞ Did you enclose a self-addressed, stamped envelope?
- ∞ Are all entries marked with your name, address and phone number?
- ∞ Did you make an itemized sheet with the ***required items*** listed above?

Please do not submit more than 100 images per photographer for consideration.