

Submitting your digital photographs for publication

- Subjects should be photographed using the RAW setting, if available, on your digital camera. The next best capture setting is the highest-quality JPEG or TIFF. Only RAW, JPEG, and TIFF file formats are acceptable.
- Images should be photographed using the Adobe RGB 1998 color profile setting, if available, on your camera. If it isn't available, your camera will automatically shoot in sRGB color space.
- Digital files should not be corrected or manipulated for color, sharpness, size, cropping, or color mode. Image files that have been altered for content or aesthetics **must be labeled** as altered images.
- We highly recommend that an 18% gray card (see Additional Information) be photographed in the setting in which your digital images were photographed. This image file **should be included** when you submit your images for consideration. The gray card image file will allow us to reproduce the images with the greatest color accuracy possible. If you are unable to provide an image file with a gray card reference, we will do our best to render your image with color accuracy and exposure.
- Submit image files online at www.contribute.kalmbach.com
We will also accept submissions sent to us on a CD, or on a DVD.

Additional Information

- Photos should be exposed properly and fill the frame with the intended subject matter. For our layout design flexibility, we recommend that you provide an additional image of your intended subject matter shot with a little more space around it (don't fill the frame).
- Do not send digital images scanned from slides or photographs on a consumer scanner. They will not reproduce well. Send original slides or prints.
- Color reproduction may change due to paper quality, printing variables, and color mode change.
- To help ensure the best possible quality of your images, we request a gray card image be submitted with your files. Gray cards are available at most camera stores and cost between \$7 and \$10. Otherwise, consult Internet photo sources such as www.calumetphoto.com and www.bhphotovideo.com.
- To inquire about technical issues, contact our photography department at photostudio@kalmbach.com or 262-796-8776. (Please do *not* submit your photos to photostudio@kalmbach.com)

These guidelines are intended to help you achieve and submit the best images possible. However, they do not guarantee publication in any Kalmbach Publishing Co. magazine or book.

Key Terms

Color Mode - the color profile that is assigned to a digital file (sRGB, Adobe RGB, etc).

Cropping - deleting part or parts of an image to emphasize the main subject and composition.

Density - total color value; the vibrancy or depth of a color.

File Compression - software algorithms that create significantly smaller image files without changing the number of pixels in an image.

Gray Card - a small gray card photographers use to balance the color of their scene/set which reflects 18% of the light that falls upon it. It is the standard reference value against which all photo light meters are calibrated.

JPEG File - the most common type of compressed image file format. It is a "lossy" type of storage because even in its highest-quality mode data compression reduces file size.

Lossy - file compression that actually reduces the amount of information in the data, rather than just the number of bits used to represent that information.

Megapixel - a million pixels; camera resolution is measured in megapixels.

Pixel - "picture element," the smallest part of a recorded image. An image is made up of millions of pixels.

RAW File - image format that allows maximum exposure and color correcting of the digital image file.

TIFF File - a lossless image format used in digital photography.