

Video and Animation Contributor Submission Guidelines

Please follow the Phototake Submission Guidelines and Requirements below to expedite editing and processing. There are two stages:

- Submission for Editing
- Submission for Website/Archive

Editing—Overview and Technical Guidelines

Phototake prefers initial submissions to be sent as digital previews:

- **File size and resolution:** 320 x 240, 30 (nominal) fps
- **File type:** Quicktime .mov or .mp4
- **Media type:** CD-ROM or DVD-ROM (not Video CD or Video DVD)

Do NOT send hi-res files for editing.

If you cannot send your submission for editing in electronic format, then please send samples on a VHS tape accompanied by a self-addressed pre-paid return package. Original disks must be picked up at sender's own expense and risk.

Include any information described in the Editing Requirements below.

Website/Archive—Overview and Technical Guidelines

When we have informed you which clips we have selected, we will request high resolution clips on DVD-ROM. Your disks cannot be returned as long as Phototake represents any of the clips on the disk. (If you want a disk returned, you will need to first send us a replacement disk containing the clips we still represent.) Please submit hi-res clips in the following format, with some specific qualifications:

- **NTSC**
- **Dimensions:** Long dimension 720 pixels (if originally created at 640 pixels, please send as is).
- **File Format:** MP4 is preferable, but any Quicktime compatible format is OK. Formats we don't want are Real or WMV. We have a Quicktime-based workflow. Our goal is to obtain editable footage as close as possible to the original, without changing the aspect ratio, adding generational artifacts, or unnecessarily increasing the file size.
- **Simply Watermarked Preview clip:** "Sample" or other generic watermark, without a company or studio logo. Pixel size about 320 pixels wide, 72 ppi, also Quicktime compatible.
- **Unwatermarked thumbnail still,** 130 pixels wide and 72 ppi.

Include any information described in the Website/Archive Requirements below (Metadata with all applicable fields including Keywords on the metadata form below). A tab delimited text file, with all appropriate information, is the preferred format for this information. Please download <http://www.phototakeusa.com/form.txt> for the column structure. The file, Form.txt, may be opened in MS Excel or Works. Fill it in to accompany your submission. Please save as a text-and-tab file when submitting.

Editing Requirements

- **Group submissions by subject matter first, then by format.**
Put all clips of one subject together. If you have multiple formats for a single subject, put all clips of a single subject and format together, then the clips of the same subject in another format.
- **Secure all applicable Model Releases and Property Releases before submitting work. Clearly indicate which clips are released.**
Releases must be available when requested by Phototake, as stated in all contracts. Therefore, you should obtain them and document them with your package of submissions for editing. A clip without appropriate Model and/or Property Release can only be used in editorial contexts, diminishing its relative usefulness and sale value. We will take this into account when deciding which clips are appropriate for Phototake to represent.
- **Any restrictions whatsoever on clips, including Internet or Rights Control, must accompany submissions in writing.**
- **Unique Filename (for digital submissions)**
The digital filename should be the same as the reference number, if possible. Consider a numbering system that will make it easy to reference clips that are submitted to Phototake. If the filename for digital clips is different from (or you do not use) reference numbers, please list them here.
- **Unique Reference number.**
This is the identification you want us to use in all correspondence, including sales reports, for each clip. If you do not use reference numbers in your archive, for the purpose of the submission, indicate a unique number or title for each clip.
- **Clip title.**
A short description of the clip, accurately describing the main subject of the clip. This may be a conceptual or poetic description, as long as it is accurate.
- **Caption.**
If you have captions for clips, please include here. While not required for all submissions for editing, medical and scientific clips must be accompanied by a minimum of accurate subject identification for editing purposes. Please also be sure to have full caption information available for Website/Archive of all selected clips.

Website/Archive Requirements

- **Unique Filename (for digital submissions)**

The digital filename should be the same as the reference number, if possible. Consider a numbering system that will make it easy to reference clips that are submitted to Phototake. If the filename for digital clips is different from (or you do not use) reference numbers, please list them here.

- **Unique Reference number.**

This is the identification you want us to use in all correspondence, including sales reports, for each clip. If you do not use reference numbers in your archive, for the purpose of the submission, indicate a unique number or title for each clip.

- **Clip type.**

- Type of motion picture. Indicate any unusual film/video technique or process, e.g., macro or close-up, solarization, negative, false color, etc.
- Indicate special effects, composites, montages, and illustration-based techniques.
- Type of photographic microscopy (e.g., photomicrograph, SEM, EM, etc.) used to produce the clip. Be specific and up-to-date.
- Medical scan type (e.g., X-ray, MRI, PET, CT, etc.).
- Medical and scientific clips should also indicate type of stain used, polarized light sources, etc., where applicable.

- **Magnification or scale, with format, for microscopy or clips to scale.**

- Magnification and format (1000x at 35 mm, for example) for all microscopy.
- Scale with format for any scientific specimens, up to life-size (scale 1:3 at 35 mm, for example).

- **Clip title (short description).**

A short description of the clip, accurately describing the main subject of the clip. This may be a conceptual or poetic description, as long as it is accurate.

- **Caption (longer description).**

Main Subject

Identify the subject accurately and completely. Please be sure to indicate where applicable:

- Specific anatomy, organism, or specimen shown in the clip, using up-to-date scientific and common names.
- Identification of any important shapes or structures shown in clip.
- Specific roles, procedures, or equipment shown in medical or scientific scenes.

Medical or Scientific Significance

- Normal or abnormal, for all specimens.
- Name of disease or condition indicated, *as shown in this clip! (what is shown in the clip that indicates the disease or condition)*. If normal and abnormal items are in the clip, indicate which is which. For all medical scans, indicate the patient's gender and age, and if healthy or not. For disease conditions, name the disease, where it is indicated in the clip (and clearly state if it is the clip's or the patient's L or R).
- Any other scientifically significant information specific to this clip (reasons this clip is significant with respect to the subject).

Background Information

- Relevance to current knowledge
 - Medical background
 - Other background information
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- **Model Release Available (for all clips with recognizable people).**
Indicate with MR (Model Released), NR (Not Model Released), or NA (Not Applicable) for Model Release availability (Model released means that you can furnish Phototake with a printed copy of the release upon request). If you use Model Release numbers or other identification, indicate here.
 - **Property Release Available.**
Indicate with PR (Property Released), NR (Not Property Released), or NA (Not Applicable) for Property Release availability. If you use Property Release numbers or other identification, indicate here, e.g., PR-3/03.
 - **Format (as submitted to Phototake).**
Physical format—DV for Digital Video, AV for Analog Video (VHS, etc). CO for color or BW for b/w after the format.
If all are the same format, you may write “all” after the first entry, e.g., “DV CO all” to indicate all are Digital Video color clips.
 - **Keywords.**
Try including 1 to 5—you may submit up to 10—suggested keywords in separate columns (not comma separated) for Internet search, describing main subject, medical significance, or concept. Please be specific, and only list terms you think are the most important to find your clip. We will use your keywords as a base for keywording your clip. Do not use plurals, and only use compound words that are “things” in themselves: “Hot Dog” (the food) is a compound keyword, but a dog that is hot has “Hot” and “Dog” as two separate keywords. Example: A sheep lymphocyte would have “Lymphocyte” and “Sheep” listed as keywords.

These guidelines are meant to identify information that will sell these clips with a minimum of correspondence. We often get questions from clients asking for specific information that is not available in order to sell a clip. While we cannot anticipate all such requests, having basic information available at the time of submission will promote the marketability of your clips.

It cannot be understated, based on the feedback we have gotten from our clients, how much the quality of information provided with our clips increases sales.

Below is the fee schedule for the per clip cost for placing a clip in our collection. The built-in incentives are to help organize the work done by the contributor in such a manner that will reduce processing costs and shorten the time it takes for clips to reach distribution.

Fee Schedule

\$0.00	Per clip, for submission of digital video files (Quicktime compatible), with complete information in a tab delimited text file format
\$200.00	Per clip, for submission of analog clips, with complete information in tab delimited text file format
\$25.00	Per clip, for submission of digital video files (Quicktime compatible), with information provided in non-text file formats
\$225.00	Per clip, for submission of analog clips, with information provided in non-text file formats

We look forward to your next submission. Questions and feedback are welcome.

Thank you,
Phototake