

### Before you Upload

When preparing files for upload to your Fotobroker reprints site, follow these guidelines to ensure your files will be imported successfully and with optimal quality.

#### Guidelines for images:

- **High-resolution:** Image files should be a minimum of 2000 pixels (or 10 inches at 200 pixels per inch) on the long dimension. Smaller files will reproduce poorly at large print sizes. Larger is okay!

- **RGB color mode:** Digital images are always RGB by default, but the Fotobroker system cannot accept files that have been converted to a CMYK color space for process printing.

- **JPG format:** Image files must have a ".jpg" file type. Other formats (.tif, .gif, .png, .psd, etc.) will not be imported.

- **Source field:** The IPTC "Source" field must include the name of your publication or business. If you publish more than one distinct product, please provide us a list of all possible Source values you wish to accept.

- **Well-formed filenames:** Filenames should contain only letters, numerals, hyphens (-) and underscores (\_), followed by the ".jpg" extension. Avoid spaces, slashes, and other illegal characters.

#### Guidelines for pages:

- **PDF format:** In most cases, you should upload your original, production PDF files (unless they contain visible registration or crop markings). PDFs should not be "rasterized" or reformatted.

- **Consistent naming convention:** The Fotobroker software extracts information about your pages from their filenames. The proper naming convention varies between publications, but typically includes date, section, and page information. For convenience, use the line below to make a note of your publication's PDF naming convention (if you are unsure of the proper convention, please contact [support@detroitsoftworks.com](mailto:support@detroitsoftworks.com)).

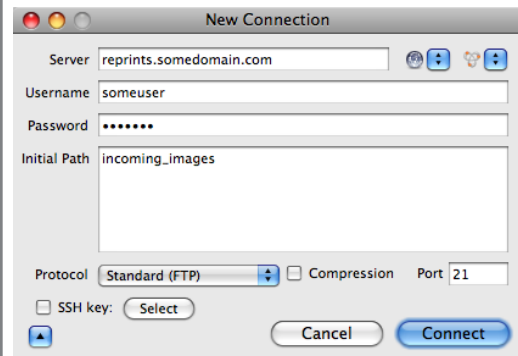
#### PDF naming convention

\* Be sure to include leading zeros in dates!  
 \* Note: PDF importing is OFF by default. To enable this feature, please contact [support@detroitsoftworks.com](mailto:support@detroitsoftworks.com).

### Uploading

Image and page uploads to the Fotobroker servers take place over an FTP (File Transfer Protocol) connection. You will need an FTP client software application. There are dozens of options available — many of which are free. If you would like advice on choosing an FTP client, please contact [support@detroitsoftworks.com](mailto:support@detroitsoftworks.com).

\* NOTE: If your network environment requires you to connect to the Fotobroker servers over SFTP (Secure FTP), your upload procedure may vary slightly from what is outlined below.

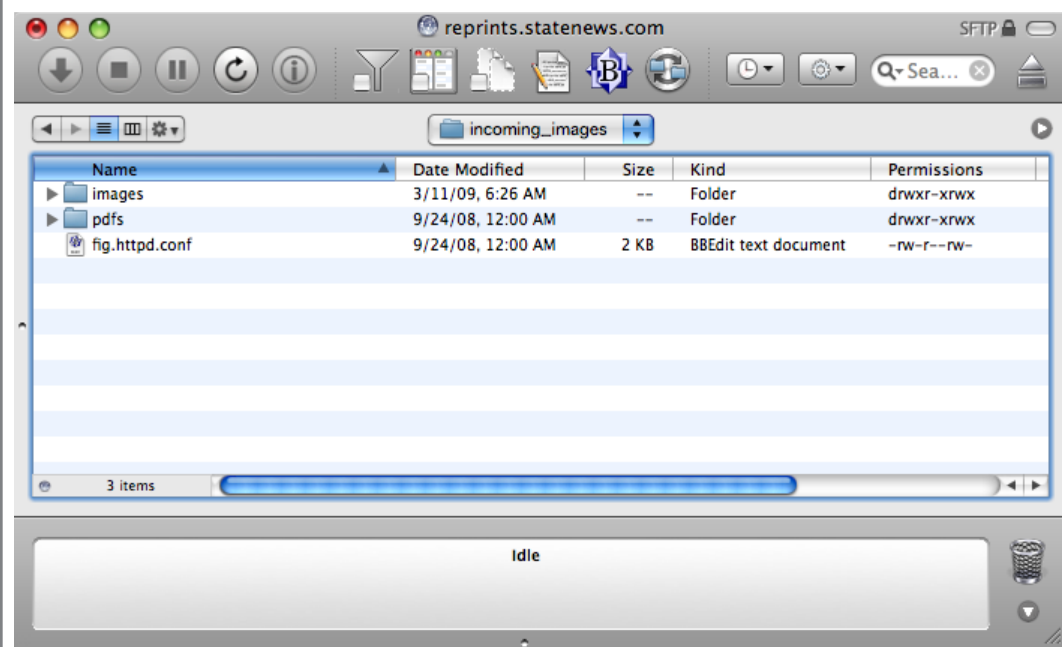


- Launch your FTP client, and create a new connection. In the "Server" or "Host" field, enter the URL of your reprints site, excluding the "http://". Enter your Fotobroker FTP username and password, and enter "incoming\_images" in the "Path" or "Initial Path" field.

\* NOTE: FTP connections to the Fotobroker servers must be Active (non-passive). If you are having connection trouble, check your FTP client's settings, and ensure that the option to use Passive mode is disabled.

- Once you have successfully connected to the FTP server, you should see a directory listing that includes directories named "images" and "pdfs." Depending on your configuration, there may be additional directories in this list that correspond to specific categories of images.

- Drag-and-drop your files into the appropriate directory to begin uploading. Files should be uploaded "loose" (not in subfolders).



\* NOTE: If any of your uploaded images do not appear on your Fotobroker reprints site, check the "Before you upload" portion of this document and verify that your files meet the criteria outlined there.

Your daily email **Upload Reports** can help you troubleshoot import problems. Reports contain a summary of the IPTC metadata associated with each image, as well verification of whether images were imported successfully. For example, the Upload Report entry for a successfully imported image contains a line similar to the following:

IMAGE SUCCESSFULLY LOADED AND STORED WITH WEBSITE ID 34254

The entry for an image that failed to import properly, however, might read:

INFORMATION RULE FAILURE: Source did not match required value

### More Information

For more information about Fotobroker, or any of the services we offer, visit us on the Web at: <http://detroitsoftworks.com>

For tips on getting the most out of your Fotobroker site, including marketing and tech tips, follow our blog at: <http://detroitsoftworks.com/blog>

### Contact Support

Technical support for your Fotobroker site is free. If you run into trouble, don't hesitate to contact support by phone or email.

[support@detroitsoftworks.com](mailto:support@detroitsoftworks.com)

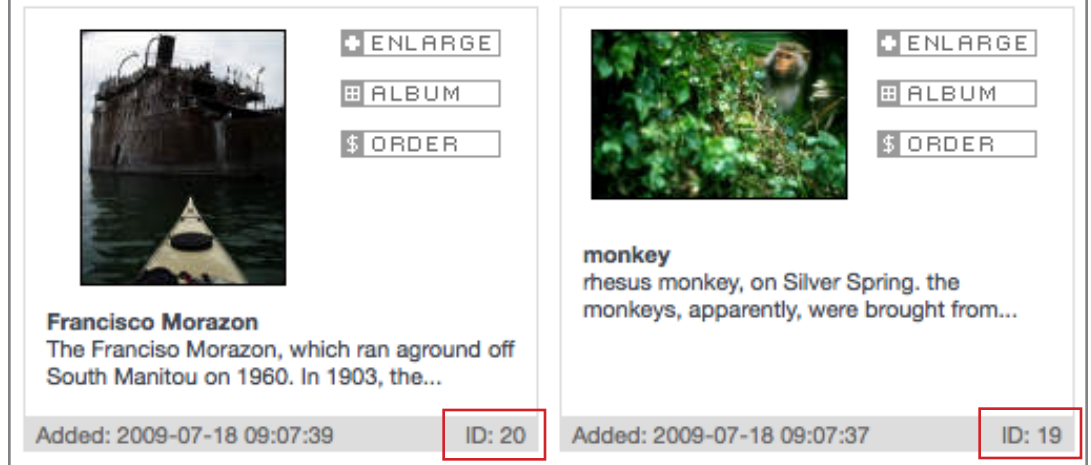
(248) 686-4034

### Tip: Using Quick Links

**Quick Links** are short URLs that point directly to the "order" page for each individual image on your reprints site. These links are a simple way to help customers find the specific images they are looking for.

The Quick Link for an image on your site is based on its unique ID number, which can be found in the bottom-right corner of each thumbnail box, highlighted in the screenshot below.

A full Quick Link URL follows this format: [http://your-reprints-url.com/sp/\[image ID number\]](http://your-reprints-url.com/sp/[image ID number])  
 For example: <http://reprints.sample.com/sp/123>



### Tip: Metadata Management

The core of Fotobroker's functionality hinges on the metadata (XMP / IPTC) attached to your images. At a minimum, **images must include a Source field containing the name of your publication or business** (see the "Before you Upload" portion of this document), as well as the author (photographer) and a descriptive caption to aid your customers in searching for the image.

While you are strongly encouraged to include as much information with your images as possible, even a small amount can help a great deal. Including detailed metadata not only allows for better organization and display of your Fotobroker reprints site, but also makes images easier for your customers to find. Ultimately, this means a more positive user experience—and better sales.

A few of the metadata fields most useful to your Fotobroker reprints site are described below. If you are interested in more detailed information regarding metadata usage, please contact [support@detroitsoftworks.com](mailto:support@detroitsoftworks.com) to request a copy of our **Fotobroker Guide**.

- **Caption/Description:** Text that accompanies the photo/graphic, containing the Who, What, When, Where and Why information.
- **Headline:** A short slug. This will be displayed under image thumbnails and should describe the image concisely (2-4 words).
- **Byline/Author:** Lists the name of the person who created the photo or graphic.
- **Keywords:** A list of keywords associated with the image. Include any pertinent information that is not in the caption, such as names of places or events, organizations involved, general subject matter, etc.
- **Category:** Lists codes that aid in organizing images into general groupings. You can use one of the following category codes: A - News or features / F - Financial / I - International / S - Sports
- **Supplemental Categories:** Lists codes that aid in a more detailed search for an image. These are typically used to organize images into more specific groupings on your Fotobroker reprints site. The list below comes from the Associated Press; you may already be using these supplemental categories, or you can create your own. The only requirement is that they be consistent.

<b>General: News Events</b>	BKO ..... Other basketball - school / semi-pro
NEW ..... News	BOX ..... Boxing
ENT ..... Entertainment	CAR ..... Racing (car, boat or bike)
XGR ..... State Legislatures	FBN ..... NFL Football
FEA ..... Non-news feature pictures	FBC ..... College football
WEA ..... Weather	FBO ..... Other football - school minors
OBIT ..... Obituary	GLF ..... Golf
FILE ..... File photo	GYM ..... Gymnastics
	HKH ..... NHL hockey
<b>Sports</b>	HKC ..... College hockey
BBA ..... Pro baseball (American league)	HKO ..... Other hockey - school / minor
BBN ..... Pro baseball (National league)	OLY ..... Olympics
BBC ..... College baseball	RAC ..... Racing (animals)
BBO ..... Pro baseball (minor/no league)	RUN ..... Track and Field
BKN ..... NBA basketball	SKI ..... Skiing
BKC ..... Men's college basketball	SOC ..... Soccer
BKW ..... Women's college basketball	TEN ..... Tennis

