

Photography Requirements

20+ good quality images

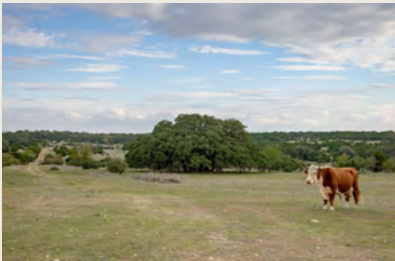
Having at least 20 quality images with good content gives us a better choice of images to use on the website, property brochures and in social media. Properties with good quality images receive significantly more exposure and leads than properties with low-quality images.

Minimum file size of 2MB

Images smaller than 2MB cannot be used in any print products (brochures, Texas Ranch Journal, magazines, etc.) Additionally, smaller images will likely look blurry and pixelated on our website.

Horizontal Orientation

While we can use images in portrait orientation on social media and some print ads our website and 3rd party websites require images in horizontal orientation. We will accept some portrait oriented photos, but majority needs to be horizontal.

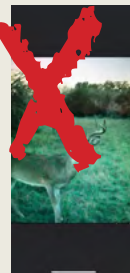


Low-quality wildlife / game-cam photos

Any low-quality wildlife and game-cam photos submitted may be used at the discretion of the marketing department.

Rejected Photos

Images with obvious obstructions (fingers, vehicle hood, car mirrors, etc.), blurry photos, and screenshot images will automatically be rejected.



Photography Tips

If you choose to take photos yourself here are some tips that may help you take photos that will be accepted.

1. Avoid photographing at noon, the sun light is less harsh and shadows are better before 11am and typically after 3pm.
2. Go on a day with clearer weather. Overcast weather tends to make photos look dull and lifeless.
3. Exit your vehicle and walk around. Taking images from the cab of a truck will usually result in an obstruction.
4. Remember the rule of 3rds in open areas. The images should have about 1/3 sky and 2/3 landscape from top to bottom.



5. Take photos of the same thing or area from different angles and distances.



6. CONTENT! Ponds, creeks, tanks, cabins, views, brush, trees, gates, roads, trails, wildlife, fields, fences, structures, troughs, etc..... All of this is content, and the more content the better.