

PREFERRED HOTEL GROUP WEBSITE IMAGE GUIDELINES

RESOLUTION & FORMAT

Images need to be a high resolution to best highlight the property. Please make sure your images are at least **1500 pixels x 1000 pixels**. Images should be of the highest resolution possible and in .jpg format.

NAMING CONVENTIONS

- Be as specific and concise as possible.
- Do not leave default/non-descript naming conventions.
- Instead of “guest room” say “Superior Room” or “Junior Suite.”
- Use specific restaurant names versus “dining” or “restaurant.”
- Do not include the hotel name in the caption.
- Do not use file extensions in the captions.

IMAGE BEST PRACTICES

- Select as many horizontal-oriented images as possible for best website display.
- Do not submit photos that include models or guests in the image.
- Avoid sending artist renderings unless no images are available yet.

SUBMITTING IMAGES

Do not send images directly in email messages. The image file sizes are too large and cause send/receive failures. Send all images through WeTransfer or Dropbox, to recipient images@preferredhotelgroup.com, with the hotel information included. You will receive a confirmation receipt from images@preferredhotelgroup.com when we receive the link.