

CNB Bank
2019 Calendar Photo Submission Guide

CNB Bank 2019 Calendar photos are printed on a high-resolution press. If you are unfamiliar with preparing photos for printing to a press, we have prepared this document to help you achieve a high-quality submission for your calendar photo entry. Please read the following requirements carefully and include all documents with your submission.

To have your photo considered for the CNB Calendar, we request that you include:

A digital copy of your photo taken at a high resolution and uploaded via www.CNBBank.bank. The minimum resolution of your original we will accept is 2,288 by 1,712 pixels. Optimal resolution in pixel dimensions is 3,600 by 2,700 (yields a 9-by-12-inch photo at 300 ppi). The larger the pixel-size dimensions, the better the printed result for the calendar. The photo must be horizontal (landscape).

Please do not submit digital collages or retouched or edited digital files, or black & white or sepia tone photos. If your photo is selected, you will be required to submit the original file, whether it is a slide, print and negative, or digital (preferably in the original JPEG or TIFF format). (See important information about JPEG files.) Full photo tips are included on the next page.

Theme for 2019: “Local Parks & Recreation”

The local parks and recreation theme will display a wide variety of beautiful scenes with examples such as treasured local parks or favorite recreation and tourist destinations in Central Pennsylvania.

Tips and Tricks for a Good Digital File

1. Do not “bump up” the size of your digital photo by using image-editing software (such as Photoshop, etc.). This will always yield a lower-quality photo. Keep in mind that the higher your initial resolution, the better the outcome of the final photo.
2. Do not crop your photo below the minimal submission requirements. Photos shot at the appropriate size, but then cropped, will not have sufficient resolution for printing.
3. Do not open then “resave” your photo with a new name, especially when resaving a JPEG. This will reduce the quality.
4. Do not scan a photo to produce a digital file for reproduction. Home scanners do not yield satisfactory results.
5. Do not “touch up” your photo or add elements to your photo with image-editing software. We do not accept collages, edited photos, or merged photos. We want original, unretouched photographs.
6. You do not need to be a professional photographer to participate.

The bottom line: Do not resave images as JPEGs. Resaving an image as a JPEG reduces the size of the file and reduces the quality. If you must use the JPEG file type, take photos at the highest-possible resolution and do not open and resave (for instance, if you’re renaming them). If you have the choice, use TIF, TIFF, or RAW files.

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Print quality is determined by the pixel dimensions of the image. Even if you can make wonderful prints on your desktop printer or at a photo processor such as Wal-Mart, this does not mean it will print well to a press. Therefore, our requirements are in total pixel dimensions. We must adhere strictly to these requirements to produce a quality calendar.

Resolution Settings on Your Camera

Set your camera for the highest resolution possible. Many cameras have settings such as "Standard," "Normal," "High Quality," or "Super High Quality." Check your manual to determine the specific resolutions these terms represent. Depending on your camera, the resolution settings could range from 72 ppi to 300 ppi. A 72 ppi image is fine for viewing on a computer monitor; 300 ppi is the resolution required if an image is headed for a printing press. If your camera does not have these adjustments, your photo may still qualify if the pixel dimensions are as stated on the reverse (see Requirement 1).

If you have any questions about these criteria or the information presented here, contact the Marketing Department of CNB Bank at (814)765-9621 or 1-800-492-3221, or MarketingContest@CNBBank.bank.