

# Requirements and Helpful Hints For Taking Apparatus Photos

## Acceptable Format:

35mm color prints or high resolution digital images. Check your camera's manual for directions on how to take high-resolution images. Minimum size is 680 pixels by 400 pixels. Larger is better. Do not send scratched or smudged photos.

## Unacceptable Format:

Polaroids, low-resolution digital images and ink jet prints.

## Mail or E-mail Photos/Images:

Mail prints to address below. Digital photos may be e-mailed to: photos@firetec.com. Be sure to put your department name on the subject line.

## Helpful Hints:

**Positioning The Vehicle:** Avoid clutter because it competes for the viewer's attention. If possible, select uncomplicated backgrounds (wires, poles, signs and other vehicles are distracting). You want to be close enough so that the vehicle is the main point of the photo, but far enough away to see the entire vehicle.

**Choose A Sunny Day:** It is best to take photos outside, on a sunny day. Be sure to keep the sun at the photographer's back (reposition the vehicle if necessary.) If this is not possible, use a flash. Take photos from multiple angles.

### More Helpful Hints:

- The vehicle should be on a level surface.
- Do not alter the photos or digital images. Our staff will make any modifications that are necessary.
- For film, use the entire roll; for digital images, take at least a dozen pictures and remember to include shots of the vehicle's interior. *Provide photos that would be appealing to potential buyers.*



## Good Photos Sell Trucks Faster!

Please call if you have any questions!

**1-800-FIRETEC**  
(1-800-347-3832)

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