

## WELCOME

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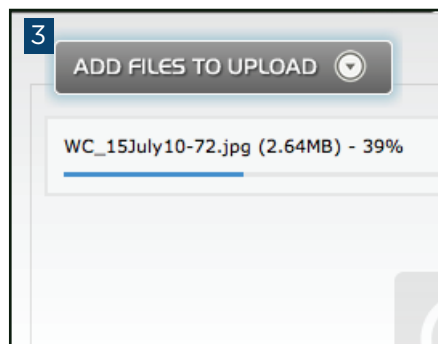
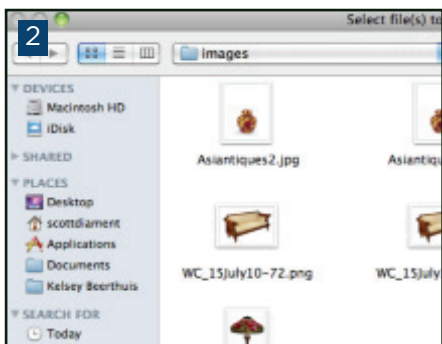
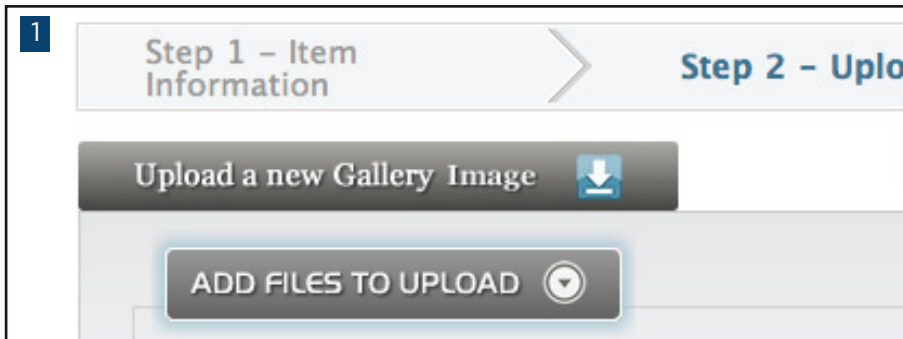
At CollectorsNet, we want to optimise your experience by ensuring product quality and efficiency. By following the guidelines provided in this handbook, visitors to the site will be more apt to purchase your unique items.

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# GALLERY IMAGES - UPLOADING



1. Once you've entered the item description, press continue to upload your image.
2. Select the corresponding image located on your computer.
3. The image will automatically upload once you've selected "open".

Please visit [www.Ortery.com](http://www.Ortery.com) for addition inquires regarding photography equipment and technology. To contact, call Mike Atman at (949) 859-5580, or by email - [matman@ortery.com](mailto:matman@ortery.com).

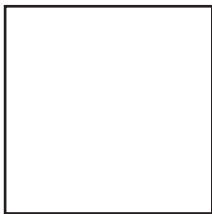
# GALLERY IMAGES - PROPER FORMAT



GOOD PHOTO



BAD PHOTO



800 px

800 px



600 px

800 px

The best quality image will produce the best result. By including numerous images of one item, it will ensure that the customer has a good overall idea of the item being sold. If your photos are blurry, the customer will not purchase the item.

It is also highly encouraged to place your item on a plain background with plenty of lighting. If you do not own a high-tech studio, a simple trick is a white sheet and an extra lamp.

Supplying our company with high resolution images, 300 dpi, we will be able to use your items in our show advertisements.

## TIP

It's best to keep images closest to square size, so when CN resizes your image, it won't be greatly affected.

## Image Specifications

You can put multiple pictures up before pressing start upload

1. Please click on the "SELECT FILES" button to select one or multiple images to upload.
2. All images selected will be automatically uploaded.
3. Thumbnails for your uploaded images will be shown after the upload process has ended.

### Limits

- Max Size per image: 20mb
- Maximum number of multiple uploads: 10
- Maximum size of multiple uploads: 200mb
- All images will be resized automatically to the optimal settings



Please visit [www.Ortery.com](http://www.Ortery.com) for additional inquiries regarding photography equipment and technology. To contact, call Mike Atman at (949) 859-5580, or by email - [matman@ortery.com](mailto:matman@ortery.com).

# LOGOS

Logos help identify a company and develop recognition. Your logo will not only be placed on your profile, but also below all gallery items. With this in mind, it is important to make sure your logo is still legible at a small and large scale.

JPG, PNG, & TIFF file formats work best for uploading

## GOOD LOGOS



## BAD LOGOS



- Logos should never include an actual image or illustration. Instead, use a vector-based icon, such as the lady in the Starbucks logo.
- Always use your company name when creating a logo. It should reflect the general feel of your company and the product you distribute.
- When sizing, do not ever stretch/shrink your logo unproportionately. This leads to pixelated edges and illegibility.
- Most importantly, keep it simple!

Don't have a logo? Please contact Kelsey Beerthuis, CollectorsNet's graphic designer.  
kelsey@palmbeachshow.com | (561) 822-5440.

If you have a preexisting logo, upload this to your profile. If you have any questions regarding transferring your logo from your website, please contact Kelsey.

# BANNERS

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## GOOD BANNER

Uploading a banner is a great way to introduce your company to visitors to the site. It is generally best to include either an image of your store or products featured in your gallery. Most importantly, it should include your company name. Some dealers choose to put their contact information in this area as well.

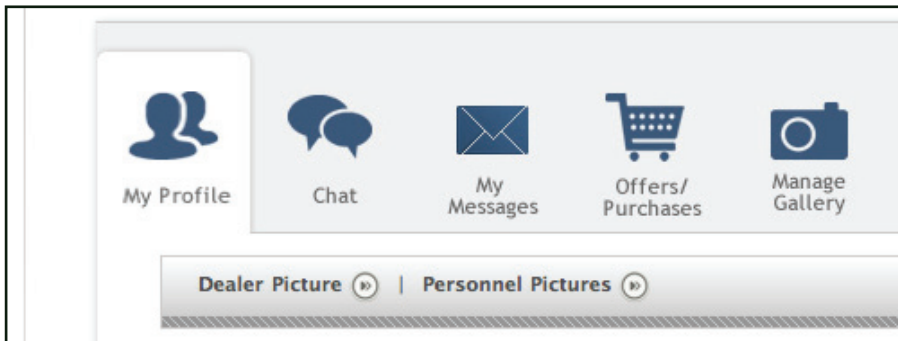
- Horizontal size works best
- High enough resolution images are encouraged
- Choose a font that is easy to read at both large and small scales

Don't have a banner? Please contact Kelsey Beerthuis, CollectorsNet's graphic designer.  
kelsey@palmbeachshow.com | (561) 822-5440.

# DEALER IMAGES

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Uploading dealer and personnel images are not required, however showing your staff creates a sense of recognition.

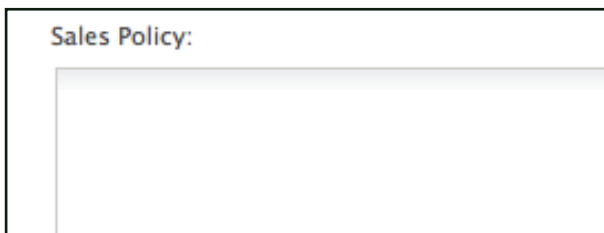
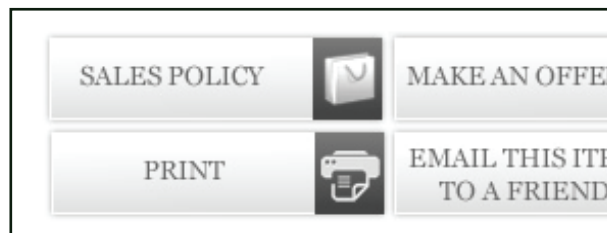


- To upload, simply login to your account and under the “My Info” tab, select the dealer/personnel pictures button.

# SALES POLICY

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When you first register as a dealer on CollectorsNet, you will be asked to fill in your sales policy. This pertains to returns, certain credit cards accepted, or shipping fees.

A screenshot of a web form. At the top left, the text 'Sales Policy:' is displayed. Below it is a large, empty rectangular text input field.

# COLLECTORSNET TEAM

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- Registration Questions
- General Site Help

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Graphic Designer  
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- Image Help
- Logo/Banner Design
- Technical Problems