Total Wine
& MORE

Product Image
Submission Requirements

Wine/Spirits Image Submission

Wine/Spirits images must meet the following specs in order to be processed for use. This requires a relatively high quality image. We require both an image of the front of the product and the back of the product at a minimum. Images not meeting the minimal standards/requirements will not be considered for processing and will be rejected.

Requested Images (in priority order)

1 Front of bottle

2 Back of bottle

3 Packaging

PRINT Image Specs:
> FRONT AND BACK IMAGES
> Resolution of 300dpi or greater
> Height of 6" (1800px) or greater

WEB Image Specs:
> FRONT IMAGES
> Resolution of 72dpi or greater
> Height of 1050px or greater

Acceptable file types:
> JPEG, TIFF, EPS, PNG

Unacceptable file types:
> Word files, Powerpoint files, PDF, BMP, PSD

Ideal image conditions:
> provide image with clipping path
> white background
> No added reflections, drop shadows or effects
> Bottom of bottle is flat or nearly flat

Finished/Ideal Image:

1 FRONT — 6" (1800px)

2 BACK — 6" (1800px)

3 PACKAGE

ACCEPTED Image Example

Background removed

Label legible, facing directly toward camera

Flat bottom

REJECTED Image Examples

Label NOT facing camera

Bottom NOT flat

Background NOT removed

Beer Image Submission

Beer images must meet the following specs in order to be processed for use. This requires a relatively high quality image. We require both an image of the individual can/bottle AND an image of the packaging (see next page for packaging requirements) at a minimum. Images not meeting the minimal standards/requirements will not be considered for processing and will be rejected.

Requested Images (in priority order)

1 Individual bottle/can

2 Packaging (SEE NEXT PAGE)

PRINT Image Specs:
> FRONT AND BACK IMAGES
> Resolution of 300dpi or greater
> Height of 6" (1800px) or greater

WEB Image Specs:
> FRONT IMAGES
> Resolution of 72dpi or greater
> Height of 1050px or greater

Acceptable file types:
> JPEG, TIFF, EPS, PNG

Unacceptable file types:
> Word files, Powerpoint files,
   PDF, BMP, PSD

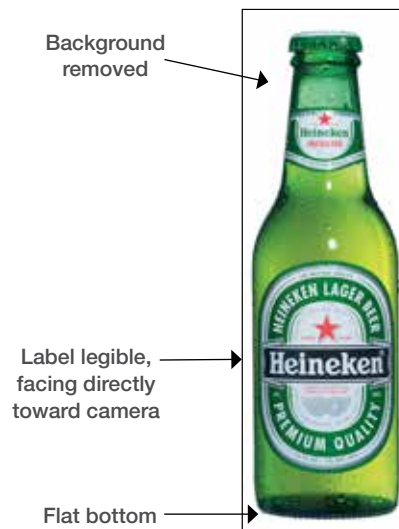**Ideal image conditions:**
> provide image with clipping path
> white background
> No added reflections,
   drop shadows or effects
> Bottom of bottle is flat or nearly flat

Finished/Ideal Image:

1

2

6"
(1800px)

FRONT

PACKAGE

ACCEPTED Image Example

REJECTED Image Examples

Background removed

Label legible, facing directly toward camera

Flat bottom

Background NOT removed

Bottom NOT flat

Beer Image Submission (continued)

Requested Images (in priority order)

Beer images must meet the following specs in order to be processed for use. This requires a relatively high quality image. We require both an image of the individual can/bottle AND an image of the packaging (see next page for packaging requirements) at a minimum. Images not meeting the minimal standards/requirements will not be considered for processing and will be rejected.

1 Individual bottle/can (SEE PREVIOUS PAGE)

2 Packaging

PRINT Image Specs:
> Resolution of 300dpi or greater
> Height of 6" (1800px) or greater

WEB Image Specs:
> Resolution of 72dpi or greater
> Height of 1050px or greater

Acceptable file types:
> JPEG, TIFF, EPS, PNG

Unacceptable file types:
> Word files, Powerpoint files, PDF, BMP, PSD

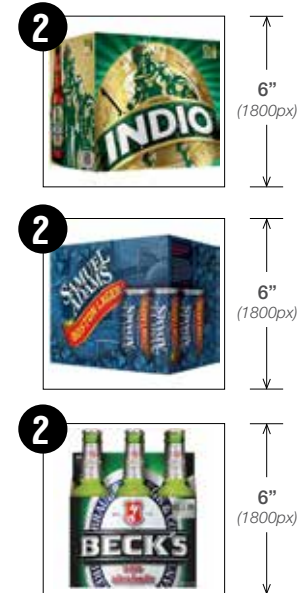**Ideal image conditions:**
> provide image with clipping path
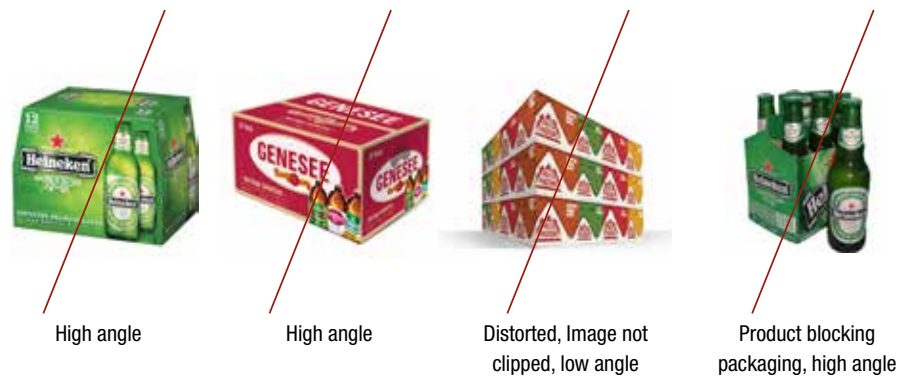> white background
> No added reflections, drop shadows or effects

Finished/Ideal Images:

6" (1800px)

6" (1800px)

Sample Images:

6" (1800px)

6" (1800px)

6" (1800px)

Non-ideal Images:

High angle

High angle

Distorted, Image not clipped, low angle

Product blocking packaging, high angle

Accessory Image Submission

Accessory images must meet the following specs in order to be processed for use. This requires a relatively high quality image. We require an image of the front of the product at a minimum. Images not meeting the minimal standards/requirements will not be considered for processing and will be rejected.

Requested Images (in priority order)

1 Product OUT OF PACKAGING

2 Product NEXT TO PACKAGING

3 Packaging Only

PRINT Image Specs:
> Resolution of 300dpi or greater
> Height of 6" (1800px) or greater

WEB Image Specs:
> Resolution of 72dpi or greater
> Height of 1050px or greater

Acceptable file types:
> JPEG, TIFF, EPS, PNG

Unacceptable file types:
> Word files, Powerpoint files, PDF, BMP, PSD

Ideal image conditions:
> provide image with clipping path
> white background
> No added reflections, drop shadows or effects

Finished/Ideal Images:

6"
(1800px)

Product

Product next to packaging

PACKAGE

ACCEPTED Image Example

REJECTED Image Examples

Background removed

Label legible, facing directly toward camera

Flat bottom

Label NOT facing camera

Bottom NOT flat

Background NOT removed

Logo Submission

Logo submission must meet the following specs in order to be processed for use. Images not meeting the minimal standards/requirements will not be considered for processing and will be rejected.

We require either transparent PNG files (200dpi at a minimum hieght/width of 6"/1200px) or vector art (EPS).

PRINT Image Specs:
> Resolution of 300dpi or greater
> Height of 6" (1800px) or greater

WEB Image Specs:
> Resolution of 72dpi or greater
> Height of 1050px or greater

Acceptable file types:
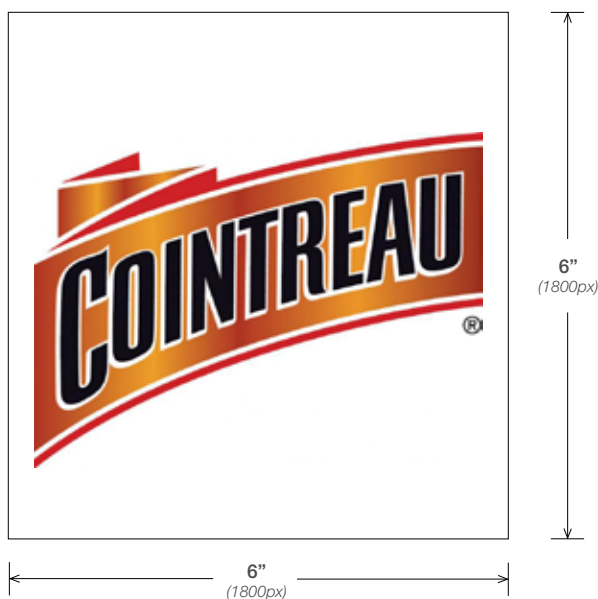> JPEG, TIFF, EPS, PNG

Unacceptable file types:
> Word files, Powerpoint files,
  PDF, BMP, PSD

Ideal image conditions:
> provide image with clipping path
> white background
> No added reflections,
  drop shadows or effects

Finished/Ideal Image:

6"
(1800px)

6"
(1800px)

Sample Images:

6"
(1800px)

6"
(1800px)

6"
(1800px)