

Diimex Acceptable Content Policy

To enable Diimex to process your content as quickly as possible, please upload your content to us (via S3 or through our site uploader at www.diimex.com).

We ask all our contributors to adhere to the following guidelines when submitting all images via whatever transmission method.

The following information should be put into the IPTC section of your uploading software.

Diimex Upload Requirement	Required	IPTC Type
Name	No	Creator (Core)
Title	All Content	Title (Core)
Description / Caption	All Content	Description (Core)
Date Created	All Content	Date Created (Core)
Category	All Content	Intellectual Genre (Core)
Genre	All Content	IPTC Subject (Core)
Specialty	All Content	IPTC Scene (Core)
People	No	Person Shown in the Image (Extension)
Country	All Content	Country (Core)
State / Province	All Content	State/Province (Core)
City	No	City (Core)
Sublocation	No	Sublocation (Core)
Event	No	Event (Extension)
License Type	All Content	Rights Usage Terms (Core)
Exclusivity Type	All Content	Job Identifier (Core)
By Line	All Content	N/A
Model Release	Creative Only	Model Release Status (Extension)
Model Release Identifier	Creative Only	Model Release Identifier(s) (Extension)
Property Release	Creative Only	Property Release Status (Extension)
Property Release Identifier	Creative Only	Property Release Identifier(s) (Extension)
Keywords	Preferred	Keywords (Core)
Instructions / Notes	No	Instructions (Core)

Name

This field should contain your name or the name of the person who created the photograph. If it is not appropriate to add the name of the photographer (for example, the photographer's identity needs to be protected) use a company or organization name. Once saved, this field should not be changed by anyone. This field does not support the use of a comma or semi-colon as separator.

Title

The Title is a shorthand reference for the set/item - primarily for identification. It should be the name of the story or a brief descriptor of the content it accompanies.

Description / Caption

The Description field, often referred to as "Caption," should report the who, what and why of what the photograph depicts. If there is a person or people in the image, this caption might include their names, and/or their roles in any action taking place. If the image depicts a location, then it should describe the location. Don't forget to also include this same "geographical" information in the appropriate fields (location, city, state/province, country) of the IPTC Core. The amount of detail to include depends on the image and whether it is documentary or conceptual. Typically, editorial images come with complete caption text, while creative images may not.

Date Created

Use this field to record the calendar date when the photograph was made - not the date when you scanned or edited the image. If using a digital camera set to the correct time, you can find this information in the image's EXIF data.

Category

Use this field to describe the type of use a photograph fulfills, in terms of its intellectual or journalistic characteristics. The choices here are:

- Artistic – Artistic content accompanied by relevant model and property suitable for advertising and other commercial purposes;
- Breaking News – Current general newsworthy content;
- Celebrity – Current newsworthy content relating to public personalities;
- Commercial – General content accompanied by relevant model and property suitable for advertising and other commercial purposes;
- General Editorial – Non-current editorial content;
- Sport – Current newsworthy content relating to sporting events.

Genre

This field can specify and categorize the content of a photograph by one subject listed in the Diimex Site Uploader. Only genres approved by Diimex should populate this field. Enter free-choice text in the Keyword field.

Specialty

Describes what a photograph depicts, using one or more terms listed in the Diimex Site Uploader. Only specialties approved by Diimex should populate this field. Enter free-choice text in the Keyword field.

People

Use this field to note the name of a person or persons shown in the image. Typically these would be recorded as they would be typed in a query, first name / last name (given name / surname). If indicating more than one name, you can use commas, or semicolons to separate the names.

Country

Enter the full name of the country pictured in the photograph. This field is at the first level of a top-down geographical hierarchy.

State / Province

Enter the name of the subregion of a country - usually referred to as either a State or Province - pictured in the image. Use the full spelling of the name and not an abbreviation.

City

Enter the name of the city where the image was captured. If there is no city, you can use the Sublocation field alone to specify where the photograph was made.

Sublocation

Enter the name of the sublocation shown in the image. This might be the name of a specific area within a city (Manhattan), or the name of a well-known place (Pyramids of Giza), monument or natural feature outside a city (Grand Canyon).

Event

Use this field to name or describe the specific event at which the photo was taken. Rather than use generic terms such as: press conference, race or festival; be specific and write, Archimedes press conference, The Great Steamboat Race, or Maui Classical Music Festival. This could make it easier to locate the image later. If this is a sub-event of a larger event both can be provided in the field: e.g. XXXIX Olympic Summer Games (Beijing): Opening Ceremony.

License Type

This field indicates how the photograph can be legally used. The choices here are:

- Editorial – Content for which the creator does not hold the relevant releases for it to be used for commercial purposes and as such can only be used for editorial purposes;
- Creative – Content for which the creator holds all relevant model and property releases for it to be used for commercial purposes. Can also be used for editorial purposes.

Exclusivity Type

Enter the exclusivity type for the content:

- Exclusive – Reserved for breaking editorial/news content which is not available through any other source;
- Premium – Reserved for breaking editorial/news content which is only available from a few sources and contains rare or highly prized content;
- First Rights – Reserved for breaking editorial/news content which has never been published and does not fit the description of the other categories;
- Premium Stock – Content which has previously been published or sold as exclusive or premium content or more highly prized stock content;
- Stock – Content which is generally more than one month old, has no current news value and is not considered premium or discounted;
- Discounted Stock – Content which is widely available or was previously classed as red carpet;
- Red Carpet – Content derived from a red carpet or promotional event;
- Handout – Content provided free of charge for promotional editorial use only.

By Line

This box is checked by default. It should remain checked if the contributor does not wish to be credited with the content. If it is unchecked the provider will be credited.

Model Release

This check box indicates the availability of model releases authorizing usage of the likenesses of persons appearing in the photograph. It should only be checked if releases for all recognisable persons are available. If there are no recognizable people in the image then this box can be checked.

Model Release Identifier

Use this field to indicate the ID for each Model Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If you don't already include an ID name/number on your releases, consider adding one as this will make it easier to cross reference.

Property Release

This check box indicates the availability of property releases authorising usage of the properties appearing in the photograph. It should only be checked if releases for all recognisable property are available. If there is no recognizable property in the image then this box can be checked.

Property Release Identifier

Use this field to indicate the ID for each Property Release. Be sure to give a unique number or name to all releases (both model and property), and record that information in this field. If you don't already include an ID name/number on your releases, consider adding one as this will make it easier to cross reference.

Keywords

Enter keyword terms or phrases to describe the subject of content in the photograph. Keywords may be free text (i.e., they need not from a controlled vocabulary). You may enter (or paste) up to 10 (ten) keywords, terms or phrases into this field. Each keyword term should be separated by a delimiter, such as a comma or semicolon.

Instructions / Notes

This is a simple text field that can include any of a number of instructions from the provider or creator to the receiver of the photograph. Any of the following might be included: embargoes (eg: News Magazines OUT) and other restrictions not covered by the Rights Usage Terms field (or new PLUS rights related fields); information regarding the original means of capture (scanning notes, color profile, etc.) or other specific text information the user may need for accurate reproduction; additional permissions or credits required when publishing.



Diimex Image Sizing Guidelines

	Requirement
JPEG Size	Ideally 2-5mb for 35mm format when saved as JPEG.
Image Size	Ideally 25-40mb for 35mm format when file is open.
Image Compression	Medium compression acceptable eg 6-8 in Photoshop. Never compress to less than 1mb.
Mode	RGB Mode preferred even in Black and White.
Image Types	JPEG preferred – Use baseline standard setting (not progressive) at a high level.
Filename Characters	<ul style="list-style-type: none"> • Alphabetical – a to z • Numerical – 0 to 9 • - & _ All other characters are reserved by the operating system and will not be accepted.
Releases (Creative Only)	<ul style="list-style-type: none"> • Model • Property Required for all non-editorial content; Must be submitted digitally; Must be one for each subject; Must be accompanied by identification.
Images per Set	System can only accept a maximum of 100 images . Please limit similars to 10.
Resolution	Preferred is a minimum of 5,000 pixels on the longest edge. Must not be less than 300 DPI (dots per inch).
Delivery Methods	<ul style="list-style-type: none"> • Site Uploader – Better for new content • S3 Uploader – Better for large quantities of stock
Watermark	Do not watermark or white stripe caption. Diimex automatically watermarks the content for you.
Orientation	Rotate content to correct orientation. Incorrect orientation may delay content approval.
Cropping	Do not overcrop photos. Keep at original aspect ratio and allow buyer to crop further.
Spelling	Please use spell check prior to submission. Incorrect spelling may delay content approval.

Diimex Video Sizing Guidelines

	Requirement	
Frame Rates	23.98fps (frames per second). Content submitted with other frame rates will be played back at 23.98fps.	
Video Quality	Highest quality available	
Video Compression	Minimum possible compression	
Video Types	Diimex has an inbuilt transcoder which automatically transcodes files based on the viewer's device.	
Colour Correction	Blacks > 0 IRE Whites < 100 IRE	
Filename Characters	<ul style="list-style-type: none"> • Alphabetical – a to z • Numerical – 0 to 9 • - & _ 	All other characters are reserved by the operating system and will not be accepted.
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Spelling	Please use spell check prior to submission. Incorrect spelling may delay content approval.	