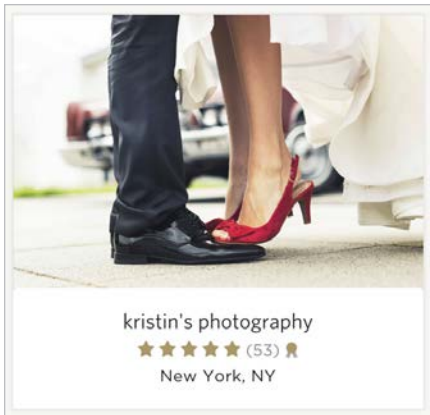


The Knot Storefront Guidelines, Tips and Tricks

PRIMARY IMAGE

This is the first photo of your Portfolio, it should be eye-catching, to entice couples to click on your Storefront!

** Please note, you are not able to use a video as your Main Image*

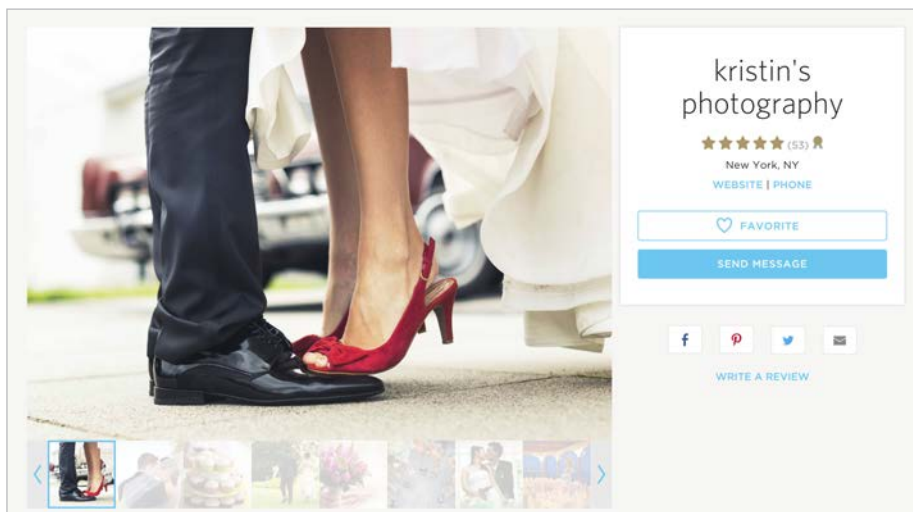


PRO TIPS!

- Choose a high-quality, horizontal photo
- We suggest a bright, colorful and emotional photo
- Please also review our Photo Guidelines to ensure your main image meets our standards.

PORTFOLIO

This is a collection of unlimited photos and videos that will display online – we suggest a maximum of 100 photos and placing your best photos within the first 20 positions; and a maximum of 10 videos, with your top 2-3 videos appearing within the first 20 positions.



PRO TIPS!

- Consider placing images in a cohesive order - by colors, styles, services, or wedding timeline.
- Make every photo and video count! Don't choose images simply to fill the space, choose images that show what you have to offer and entice the couple to find out more!
- Please also review our Photo Guidelines (page 2) to ensure your portfolio meets our standards.

The Knot Storefront Guidelines, Tips and Tricks

PHOTO & VIDEO GUIDELINES

Photo size: 720 x 480 pixels, 72 DPI File size: maximum file size, 5MB

- Use professional, well-produced photos and videos.
- Don't use blurry, poorly-lit photos or videos.
- Don't include body parts considered sexual in nature, unless they are 75% covered.
- Don't include borders or text (other than a photo credit) on your photos; these tend to clutter the page.
Standard photo credit should include photographer's business name, no additional contact information.
You may include watermarks at 10-15% opacity, these may include a URL.
- Don't use your logo, this is positioned separately with contact information.
- Don't include The Knot Best of Weddings or Hall of Fame awards; these are positioned separately, if applicable.

Video: By posting your video, you certify that you have the rights to embed and distribute the video as well as the contents within the video. Since 3rd party services are being used for video hosting, The Knot Wedding Network is not responsible for issues with the hosting, and suggests that you are familiar with the video hosting site's terms of use.

LOGO GUIDELINES

Logo size: 360 x 200 pixels at 72 dpi.

- Animated files are not permitted.
- Don't include contact information (phone number, email or website) on your logo.



PRO TIP!

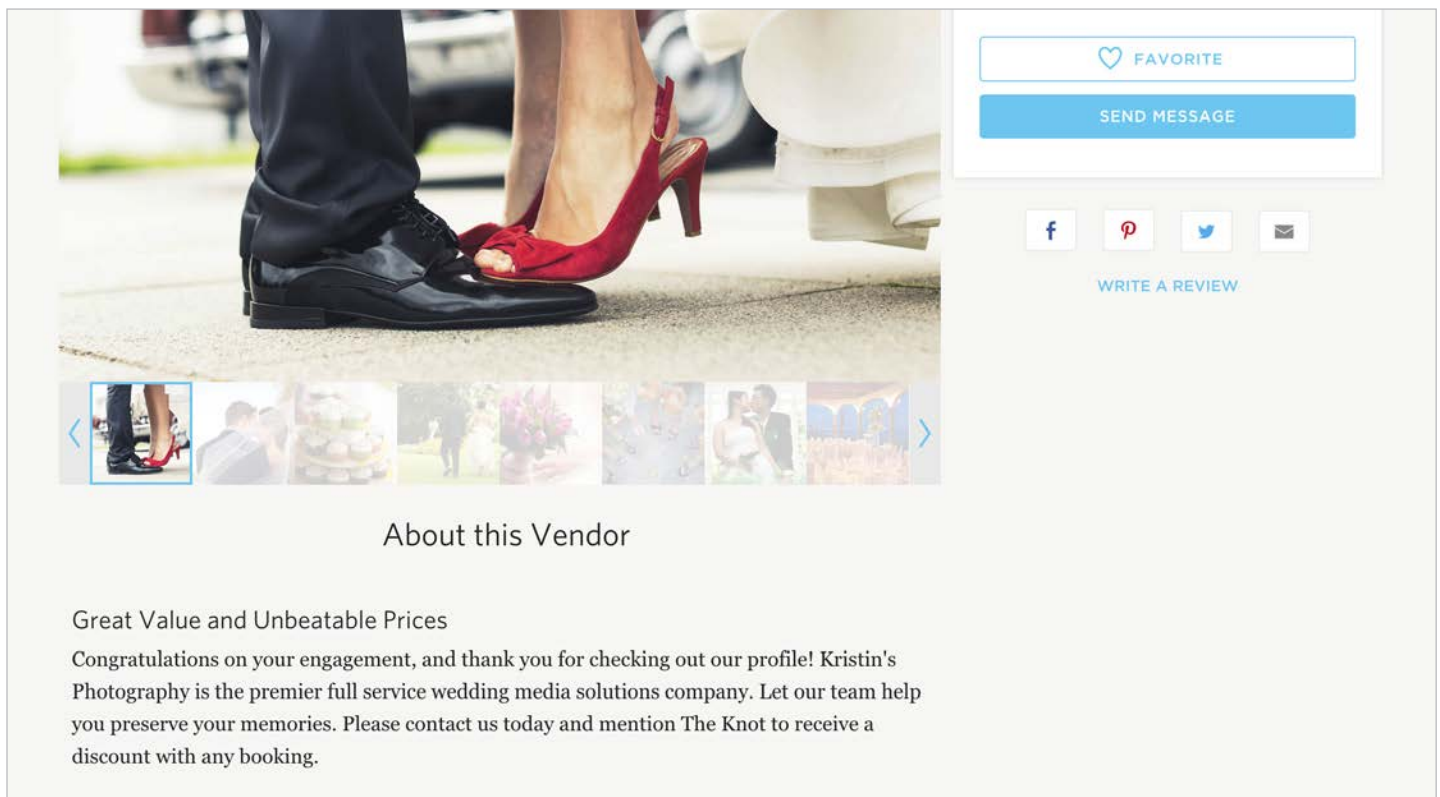
- Choose a logo with a white or transparent background – this will display the best within the layout.

The Knot Storefront Guidelines, Tips and Tricks

BUSINESS DESCRIPTION

A chance to tell couples about you and your business!

- Proofread and use standard grammar and punctuation rules.
- Don't include contact information (website, email, phone numbers, etc) this is listed separately.
- Don't include any affiliations that The Knot deems a competitor.
- You may call out professional associations, if desired.
- We suggest listing coupon codes or specific discounts on your website, rather than within your description.



FAVORITE

SEND MESSAGE

f p t e

WRITE A REVIEW

About this Vendor

Great Value and Unbeatable Prices

Congratulations on your engagement, and thank you for checking out our profile! Kristin's Photography is the premier full service wedding media solutions company. Let our team help you preserve your memories. Please contact us today and mention The Knot to receive a discount with any booking.



PRO TIPS!

- Explain what sets you apart
- Write the way you speak – this helps couples get to know you!
- Invite couples to take the next step and to contact you!