

UPLOADER RULES

Maximum File Size: 500K

We request that ALL users respect this rule and DO NOT ATTEMPT TO UPLOAD FILES LARGER THAN 500K. The Uploader currently allows users to select and upload files larger than 500K. A new Uploader is in development and once released will no longer allow files larger than 500K to be selected for upload. A couple reasons why keeping file size under 500K is important:

1. There is no benefit to your website to go beyond the recommended file specifications noted below. Large file does not translate to higher image quality on websites.
2. Search engine crawlers including Google and Bing will automatically place websites incorporating large images lower in their Search rankings. They actually penalize you for poor file size management and website etiquette.
3. Uploading large files can gobble up processing bandwidth impacting performance

Optimal Image Specifications:

Full-Size & Artwork Detail Images:

Size: 300 - 550 pixels
Resolution: 72 dpi
Quality: 8

Master & Non-Inventory Images:

Maximum Size: 550 - 900 pixels
Resolution: 72 dpi
Quality: 8

Note: Thumbnail images will default to Artwork Manager settings and may be changed at any time.

BEST PRACTICES FOR IMAGES

1. FORMAT ALL IMAGES TO THE SPECIFICATIONS NOTED ABOVE *PRIOR* TO UPLOADING INTO YOUR ARTWORK MANAGER – if you need tips or tools for formatting images please contact Support and we will be happy to help.
2. File types: The best file types for your website are JPEG and GIF. JPEG is the most popular and most recommended for artwork images. Use RGB vs CMYK when creating or saving image files.
3. File Naming – Define a file naming convention that will help you organize and search engine optimize (SEO) your website. We recommend incorporating artist’s full last name if possible to improve SEO rankings. Please call Support for naming convention recommendations.
*Illegal special characters: @, #, \$, %, &, *, =, +, /, \, ^, >, <, {, }, ? and Commas (,) and Period (.)*
Acceptable special characters: _-, |,], [, (,) , !
4. File Name Size: File names must be less than 50 characters (including special characters and the file extension “.jpg”). Artwork Manager will automatically replace spaces with underscores (_)