



Good day!

In order that we can use your images in the marketing, we ask you to upload the images on our media database. Please upload only pictures that we have not received yet.

Information and questions: [mypublish@switzerland.com](mailto:mypublish@switzerland.com)

Thank you for your cooperation.

Best regards  
Switzerland Tourism

## 1 GUIDELINE IMAGE-UPLOAD

### 1.1 Upload files

Upload-Link: <http://st.mypublish.ch/maw/stchImageUpload.php>

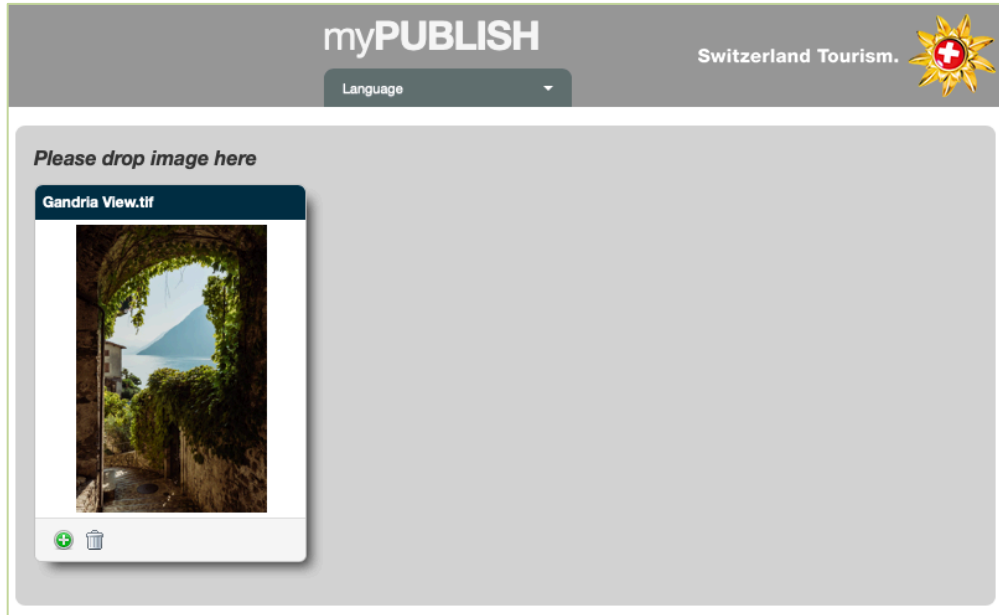


To upload files, drag these onto the grey area of the browser window.

#### Technical quality requirement

Images: - ideally tif, 300dpi, at least 4,800px on the longer side (print and web use)  
- or jpg, 72dpi, at least 2,500px on the longer side (limited web use)

Logos: - Illustrator eps, vectorised



By clicking on the plus symbol, you start the process for metadata entry and allocation.



Click to delete the element.



In this window, you record the metadata.

### Create image - Gandria View.tif

## General information

IPTC-Creator/Photographer \*

Object description \*

Location \*

Title (where, what) \*

Delivery Organisation \*

Delivery Person \*

Project \*

ST contact person (E-Mail) \*

## Copyright

Copyright Status

Copyright Notice \*

Usage Terms

Copyright from

Copyright to

## Terms of use

Thank you for your pictures and associated support for the tourist promotion of Switzerland. So that we can collect your image on our internal image database, we need your consent to the conditions listed in the below attachments:

- [Inquiry Form Photo-/Film Material](#)
- [Formular Bild-/Filmanfrage](#)
- [Formulaire de demande du materiel photo/video](#)
- [Formulario per richiesta immagini e film materiale](#)

Please carefully read the terms of use and confirm by ticking the box below.

I agree with the terms of use.



If the image's IPTC metadata is available, this is filled in automatically. If not, the following fields must be filled in manually.

Please don't use any **umlauts, accents or special characters**, since the database is used worldwide!

IPTC-Creator/Photographer *	Name of the photographer, "FirstName Surname"
Object description *	Short description of what can be seen on the image, so that a blind person would get an idea of this from the text (legal requirement for MyS.com).
Location *	Selection of the location from the selection list (where was the picture taken)
Title (where, what) *	Ideally two words: where was the picture taken? What can you see on the picture? (e.g. Zuerich, Grossmuenster)
Delivery Organisation *	Your tourism organisation, hotel, etc.
Delivery Person *	Your e-mail address
Project *	Project (e.g. Swiss Bike Hotel brochure)
ST contact person (E-Mail) *	E-mail address of the ST contact person, (e.g. marlies.beispiel@switzerland.com)
Copyright Notice *	Organisation / name of the photographer (e.g. Zuerich Tourismus / Martin Maegli)
Usage Terms	Please only use in exceptional cases, otherwise the "Terms of Use" apply
Copyright from Copyright to	Only necessary for temporary rights of use (photographer and/or model). Images are deleted upon expiration.
Terms of use	Please read them and accept them by ticking the checkbox.
<a href="#">Next</a>	Clicking on "Next" triggers the upload process.

The upload is controlled and tagged by us, so that the picture is found by text input. Now the image is available for the marketing of Switzerland Tourism.