Switzerland Tourism.

Good day!

In order that we can use your images in the marketing, we ask you to upload the images on our media database. This digital process eliminates the process of filling in an image right form.

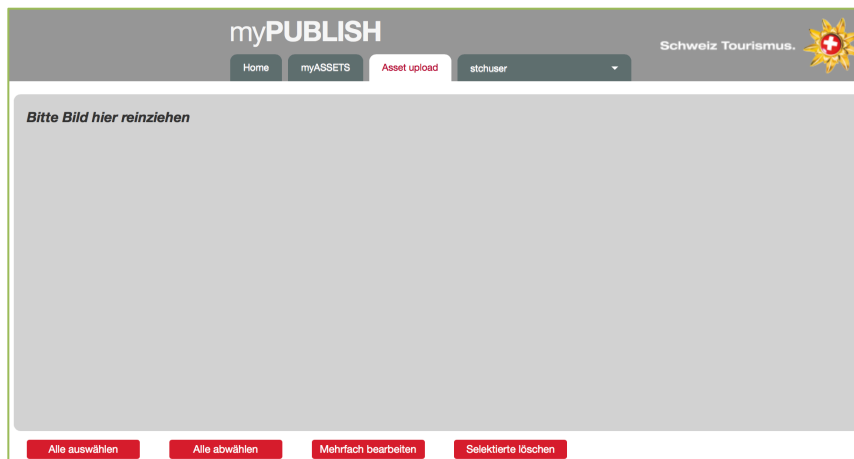Information and questions: mypublish@switzerland.com

Thank you for your cooperation.

Best regards
Switzerland Tourism

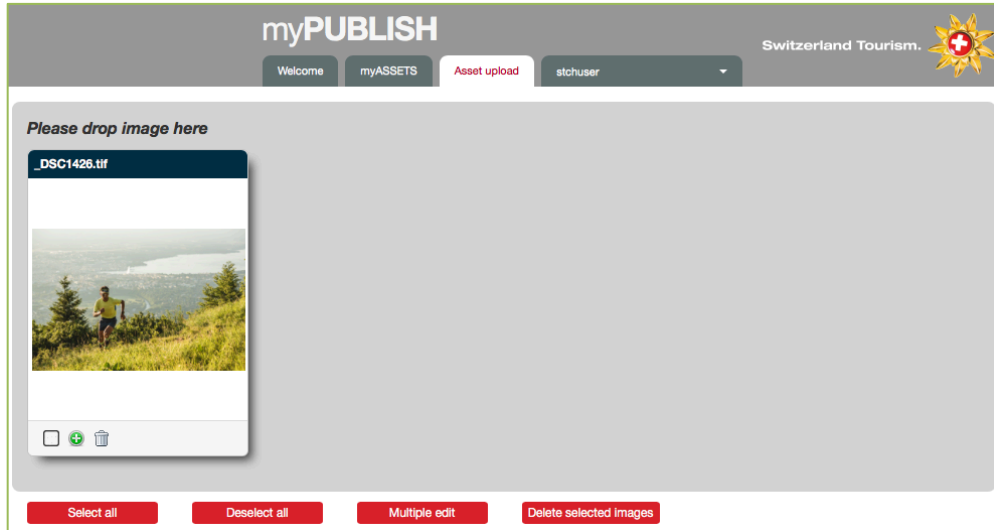# 1   GUIDELINE IMAGE-UPLOAD

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.

 To assign the same criteria to multiple files, tick the relevant images and select "Process multiple files".

In this window, you record the metadata.

Upload

General information

IPTC-Creator/Photographer *	Andre Muster
Object description *	Keystory Geneve mit Dawa Sherpa, hier auf dem Genfer Hausberg Saleve
Location *	Genève, X: 117969 Y: 500449 R: GE
Title *	Genf, Berglaeufer
Delivery Organisation *	Switzerland Tourism
Delivery Person *	max.muster@switzerland.com
Project/ST contact person *	Keystory Geneve Dawa Sherpa / Felix Meier

Copyright

Copyright Status	☑
Copyright Notice *	Switzerland Tourism
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 herewith confirm to have read the terms of use and I agree with the listed conditions. I agree that my data transfer will be logged.

Next

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!

Field	Description
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 *	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/ST contact person *	Project / Name of ST contact person, "FirstName Surname" (e.g. Swiss Bike Hotel brochure / Felix Muster)
Copyright Notice *	Organisation/name of the photographer (e.g. Switzerland Tourism/Andre Meier)
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.
Next	Clicking on "Create" 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.