KEENELAND SALES

Quick Reference Guide to Photos & Videos

Uploading a Photo or Video

1. Log in to your account in the **Keeneland Consignor Portfolio at keeneland.com/consignor.**
2. Click the **Entries** tab.
3. Select **Manage Media**. You will then be taken to a list of your horses and their status.
4. Select the horse you wish to update and click **Edit Horse**.
5. To upload a photo, select your file under the **Conformation Photo** section.
6. To upload a video, select either **Add Vimeo Video** or **Add YouTube Video** based on your link.
7. Insert your video link in the **Video URL** field.
8. Click the **Save** button.

Create Videographer Access

In order to allow a videographer or photographer to upload assets on your behalf, an admin must create a profile in your Consignor Portfolio account for your vendor. This profile will have limited access to only the Media tab within your account.

1. Click **My Portfolio Account/Portfolio Access**
2. Click **Add a New User.**
   a. Complete fields in pop up box for your vendor/Save.
   b. Password minimum of 8 characters, 1 number, 1 Capital required.
3. Check the **Media box** within their role.
4. Share the **login credentials** with your vendor.

Please note, vendors will have a unique login for each consignor and therefore will only be able to access or edit the horses in your account.

Video Format

Graphics: Keeneland has provided the ability to download a graphics package which can be applied to your video. However, you are welcome to add personalized graphics for your consignment. To download the Keeneland graphics package, please click here: **bit.ly/keesalesgraphics**

Length: Video may be up to **60-seconds**

Footage: May include **conformation and walking shots** of the horse but may not include voiceover.

Photo Format

File: Must be saved as a **JPG** or **PNG**, no more than **2 MB** in size.

Format: Photo should be a conformation shot without added graphics. An identification graphic will automatically be applied by Keeneland.

Tips & Pointers

If you choose to film walking videos yourself, we recommend the following best practices:

-Consumer cameras and smart phones provide exceptional quality when video settings are adjusted. We recommend you ensure your camera settings are set to **1080p, 30 fps**.
-In order to identify the ideal location to film, view the enclosed **Walking Shot Setup Diagram** to assist with your location selection.

Vendor List

KENTUCKY			
Lucas Marquardt	917-826-9603	thorostride@gmail.com	www.thorostride.com
Matt & Wendy Wooley	859-338-4187	equisportphotos@gmail.com	www.equisportphotos.com
Jason Resinger	859-552-4198	video@pmadvertising.com	www.pmadvertising.com
Patrick Mahan	859-361-3995	pmahan@studio34.net	www.studio34productions.com
Jennifer Keeler	859-806-1557	jennifer@yellowhorsemarketing.com	www.yellowhorsemarketing.com
Amy Lanigan	859-270-3065	amylaniganphotography@gmail.com	
Thad Kesten	859-333-1889	tkesten@hammondcg.com	www.hammondcg.com
Taylor Gilkey	270-625-9199	taylorgilkey12@gmail.com	
Megan Devine	516-721-6376	info@vidhorse.com	www.vidhorse.com
Louise E. Reinagel	859-396-0761	limelightf@gmail.com	www.louiseereinagel.com
Mathea Kelly	859-509-7942	matheakelley@gmail.com	www.matheak.com
Jenny Doyle	502-381-2633	photostable@yahoo.com	www.thephotostable.com
FLORIDA			
Jeff Dillon	352-209-3105	jeffdillonvideo@yahoo.com	www.dillonvideo.com
Ray Gladwell	352-598-7515	highdefequine@gmail.com	www.facebook.com/highdefequine
Louise E. Reinagel	859-396-0761	limelightf@gmail.com	www.louiseereinagel.com
MID-ATLANTIC			
Brittlan Wall	678-602-0367	brittlan.wall@gmail.com	bwvisualstudios.mypixieset.com
NEW YORK			
Skip Dickstein	518-369-2345	lenslugger@me.com	

Questions? | Contact videos@keeneland.com for assistance at any time throughout the process.