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 |
| David Woods | 352-615-8661 | d.woods@hipvid.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.