



2021 KEENELAND JANUARY HORSES OF ALL AGES SALE

VIDEO AND PHOTO SUBMISSION INSTRUCTIONS

We look forward to offering your consignment at the 2021 Keeneland January Horses of All Ages Sale. For this year's sale, sellers will have the option to submit their own video and photo assets for each hip to be hosted on the online catalog for buyers to inspect digitally. Please review the below details for instructions on submitting these assets to the online catalog.

Video Format

Length: May be up to 60-seconds

Footage: May include conformation and walking shots of the horse.

How to Film

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.

Video Graphics

Each video submitted should include identifying graphics to indicate the horse and hip number. You may use your own graphics, or Keeneland has developed a standard graphics package for each hip should you wish to use it. In addition, you may download "blank" full-screen and lower-third graphics that can be customized as you wish. Please visit <https://bit.ly/KeenJanGraphics> to download these various graphics packages.

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.

How to Submit

To submit your videos or photos to Keeneland, please follow these steps:

1. For videos, upload the video to a YouTube or Vimeo account. Please make sure the video is listed as public.
2. For photos, save the image with the file name of the hip number (ex: Hip 1234).
3. Visit [keeneland.com/january2021](https://www.keeneland.com/january2021) and submit your photo or video files through the web form.
4. Photos and videos may be submitted any time up to two days before the horse is to sell.

Please expect a 24 hour turnaround from the time you submit a video or photo to the time it appears in the online catalog.

Should you have any questions, please email videos@keeneland.com.

Suggested Outside Vendors

Should you wish to utilize a professional photographer to film or photograph, we encourage you to utilize one of the following preferred partners.

KENTUCKY

Lucas Marquardt	917-826-9603	thorostride@gmail.com	www.thorostride.com
Matt & Wendy Wooley	859-338-4187	equisportphotos@gmail.com	www.equisportphotos.com
Jon Siegel	352-875-9524	jon@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	www.amylaniganphotography.com

FLORIDA

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