



## 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](http://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**.
2. Click **Add a New User**.
3. Assign a **Name** and **Email Address** for your vendor.
4. Check the **Media box** within their role.
5. 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/keejangraphics](http://bit.ly/keejangraphics)

**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	<a href="http://www.thorostride.com">www.thorostride.com</a>
Matt & Wendy Wooley	859-338-4187	equisportphotos@gmail.com	<a href="http://www.equisportphotos.com">www.equisportphotos.com</a>
Jason Resinger	859-552-4198	video@pmadvertising.com	<a href="http://www.pmadvertising.com">www.pmadvertising.com</a>
Patrick Mahan	859-361-3995	pmahan@studio34.net	<a href="http://www.studio34productions.com">www.studio34productions.com</a>
Jennifer Keeler	859-806-1557	jennifer@yellowhorsemarketing.com	<a href="http://www.yellowhorsemarketing.com">www.yellowhorsemarketing.com</a>
Amy Lanigan	859-270-3065	amylaniganphotography@gmail.com	
Thad Kesten	859-333-1889	tkestn@hammondcg.com	<a href="http://www.hammondcg.com">www.hammondcg.com</a>
Taylor Gilkey	270-625-9199	taylorgilkey12@gmail.com	
Megan Devine	516-721-6376	info@vidhorse.com	<a href="http://www.vidhorse.com">www.vidhorse.com</a>

#### FLORIDA

Jeff Dillon	352-209-3105	jeffdillonvideo@yahoo.com	<a href="http://www.dillonvideo.com">www.dillonvideo.com</a>
Ray Gladwell	352-598-7515	highdefequine@gmail.com	<a href="https://www.facebook.com/highdefequine/">https://www.facebook.com/highdefequine/</a>

### Questions?

Contact [videos@keeneland.com](mailto:videos@keeneland.com) for assistance at any time throughout the process.