



PHOTO/VIDEO/LISTING SUBMISSION GUIDELINES

Please Read All Documents Carefully, there are specific instructions included to insure proper and complete submission of your files and forms.

RELEASE FORMS ARE MANDATORY

Absence of completed and signed forms will automatically eliminate your submission from consideration! **Latest Hair Magazine** will provide you with various documents that must be completed, signed and returned to **Latest Hair Magazine**. **The following is a cheat sheet to help determine what documents are needed by each submission type.** Documents must be signed by the following participants:

Note: Photo Submissions require formats using the LHM Photo Template attached.

Hair Salons/Barber Shops Need the Following:

Salon Owner/ Submitter Form & Agreement

Model Release

Stylist Release

Parent or Guardian Consent Form for Minor (If Model or Stylist is under 18 years of age)

Non-Exclusive Photographer/Videography License (If photos/video is included)

Independent Stylists/Barbers Need the Following:

Model Release

Stylist Release

Parent or Guardian Consent Form for Minor (If Model or Stylist is under 18 years of age)

Non-Exclusive Photographer/Videography License (If photos/video is included)

Commercial Advertisements Need the Following:

Owner Submitter Form & Agreement

Model Release (If model is used)

Parent or Guardian Consent Form for Minor (If Model or Stylist is under 18 years of age)

Non-Exclusive Photographer/Videography License (If photos/video is included)

Directory Listings

Directory Submission Form

(For Hair Salons, Barber Shops and Stylists wishing to submit their services without photo/video submissions.)

How to submit:

Email or upload your images, directory listings and/or videos (video optional and additional fees will apply).

Latest Hair Magazine, LP

PO Box 32486 ~ Detroit, MI ~ 48226 ~ 313.986.1990

Email to advertise@latesthairmag.com or Fax release forms to: 1-615-577-0638

Send your money order/cashier's check (**NO PERSONAL CHECKS**), or make online payment.

Download and fill out all appropriate release forms properly.

Make sure we have the correct URL addresses for your web site, email, Facebook, Twitter, and other social networks that you want hyper-linked on your full-page ad.

Once we have all the proper documents required to process your order, your images will go to the graphic design department and will be uploaded to the magazine issue indicated.

PLEASE NOTE: If you are submitting more than one page of photos, please organize the files in the order you'd like them displayed.

Definitions of forms:

Salon Owner/Submitter Data Form- To be submitted by the person submitting Photos or ad

Salon Owner/Submitter Submission Agreement – The Salon Owner/Submitter who is submitting the Photos

Stylist Release – Hair Stylist, Barber, Makeup Artist, or Wardrobe Stylist and others that participate in the photo session

Model Release – The Model(s) who appear in the photos

Parent or Guardian Consent Form for Minor - If any of the models or stylists are under the age of 18 (**Latest Hair Magazine** operates in the state of Michigan where 18 years of age is a legal adult) you will need the signature of a parent or guardian

Non-Exclusive Photography/Videographer License – The Photographer(s)/Videographer(s) who took the photos

Company Owner/Submitter Data Form- To be submitted by the person submitting Photos or Ad

Company Owner/Submitter Submission Agreement – Owner/Submitter who is submitting the Ad

Document Type Requirements:

Photos Format: Resolution 300 dpi, .PSD, .PNG, or .JPG

Cover Page and Full Page Dimensions: 2550px X 3300px (8.5x11 inch)- Portrait Layout

Half Page Dimensions: (works best for **two** quarter page photos 1275px X 1650px Each)

(Commercial Photos with Products and Model for Half Page can be 2550px X 1650px -8.5X5.5in)

(For help with this concept – email: advertise@latesthairmag.com for layout ideas/assistance)

Note: Thin and fine print fonts do not show up clearly on small devices. Please make sure your titles and contact info are visible on the photos for small screens (or provide text layer on different file so we can resize text ourselves if providing .psd files or a separate .png file of the text graphics).

Videos Format: MPEG4 (HD), QuickTime (HD) or AVI (HD)

Dimensions: 640 x 480

Size Limit: 100mb

Time Limit: 30 Seconds

Directory Listings:

5 Lines

65 Characters per line

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Photo/Video shoots with Latest Hair Magazine (optional) - We provide the Photographer or Videographer. All you need is great wardrobe, great model, and great hair. We choose the best finished product to submit with fully designed page. You may choose to add hyper-linking of your social networking sites to your page FREE of charge. We announce photo shoot locations via **Latest Hair Magazine** website, Facebook, and Twitter. Once payment has been made, you will receive a copy of your photos/video on a CD after your photos are published in a future magazine app issue.

Submit All Photos/Advertisements via email to:

Latest Hair Magazine

advertise@latesthairmag.com

313-986-1990 Detroit – Starlette Rowland – Sales

616-209-8573 Grandville – for questions about existing photo submissions (must have order#)

If you upload Pictures/advertisement to our web page, **fax** release forms to: 1-615-577-0638 or signed/scanned documents via email to advertise@latesthairmag.com.

If you choose to submit photos via snail mail, please be advised that it will take longer to process your order (up to 10 days depending on receipt of media mail).

Photo/ Advertisement Submissions can be sent via CD to:

(Money Order /Cashier Check should be made out to: Tha Now Marketing Group, LP)

Tha Now Marketing, LP – Latest Hair Magazine, LP

PO Box 32486 ~ Detroit, MI ~ 48226

Questions and concerns should be directed to advertise@latesthairmag.com. Please attach your name and contact number, and a representative will contact you.

Submit All Video Considerations by YouTube Link to:

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