

Tractor Supply Company Photography Requirements.

The following are image, copy and logo requirements for advertising, e-commerce, blue book and circulars for Tractor Supply Co. Please read carefully.

Size: High resolution images at least 5 inches in the smallest dimension at 300 DPI (dots per inch). Do not resample images to larger pixels dimensions to try to increase image resolution.

Format: Images saved in RGB or CMYK mode can be saved in an EPS, TIF or Jpeg formats. Images can't be captured or used from a website as these are 72 DPI images meant for websites only. TSC operates on a Macintosh network. Placing Images in Microsoft Word, Power Point, Microsoft Excel or PDF files and sending them are not usable images for printing or Web.

Angles/Details: Image angles that are required for each product are as follows;

- A. Products that are displayed on cards or backboards need to be shot straight on.
- B. Packaging such as dog food, bird seed, grass seed, bagged/bottled and flexible bags should be shot straight on with minor wrinkles, no glare and filled with the product or filling. Laying the bag flat and shooting from over head gives the bag a full look and the contents does not settle to the bottom of the bag.
- C. Products such as mowers, chainsaws, log splitters, ATVs, UTVs, etc., need to be shot at multiple angles including – complete side shot left, complete side shot right, ¾ view left, ¾ view right (showing the front and sides of the products), front shot, rear shot and any close up images of special features about the product.
- D. All products must be photographed WITHOUT the backgrounds. The images will be used as silhouettes.
- E. Lifestyle photos will be handled separately. Lifestyle is images with backgrounds at a location.
- F. For clothing, Red Shed, toys and seasonal goods that do not meet the above requirements, additional images may be requested.

Tractor Supply SKU number and product copy is required when submitting photos. Photos being submitted must be named by the TSC SKU number.

Naming of files: For multiple angles, use the following for naming each file:

0000000_F.eps	front view	0000000_AL.eps	left angle view
0000000_B.eps	back view	0000000_AR.eps	right angle view
0000000_L.eps	left view	0000000_S.eps	special feature
0000000_R.eps	right view	0000000_S2.eps	special feature

Where to send: Photos, logos and copy can be accepted by CD, DVD or FTP information.

Mail to: Tractor Supply Co., 200 Powell Place, Brentwood, TN 37027 Attn: Kyle Holland, advertising dept. (When sending by FTP, include the address, user name, password and file name).

Brand and/or manufacturing logos are required for all products as vector art files.

Both color and black & white logos are required. **Please do not email images.**

Options: If you are unable to send the required images, Tractor Supply has two approved photographers. You can contact either one and a cost can be worked out between you and the photographer.

Approved Tractor Supply photographers:

Tisha Poling

Phone: 615-397-3448

Reed Brown

Phone: 615-714-0509