

Please complete this form in its entirety and return via email, mail or fax. You can type your responses in this form using Microsoft Word and email us the file attachment or you can also print the form, complete it and then scan and email or fax it to us. This form can also be filled out electronically online at:
<http://www.chiropracticart.com/submit-info-and-photos/>

Please Note: We cannot begin working on your kit until we have received payment & this completed form (Pages 1-3 of this document) or the electronic equivalent.

ADVERTISING KIT PERSONALIZATION AND RELEASE FORM:

Purchaser's Name:

Purchase Date:

Purchaser's Ebay ID (If Applicable):

Shipping Address:

Practice Personalization Information

(This information will be used EXACTLY as provided. Please double check all information. For any fields left blank, the missing info will not be used in any of your marketing templates)

Doctor Name(s) to appear on Marketing Materials, Letterhead etc.:

Practice Name:

Practice Address:

**Is this practice a Chiropractic Practice (or do you offer chiropractic services in this practice?)
Yes or No:**

Practice Phone:

Practice Fax Number (This will NOT appear on general advertising):

Practice website:

Practice Email:

Email Address for Corresponding about your purchase:

This email address will only be used for communication regarding your order.

Telephone Contact Number:

(Email is our primary form of communication but please provide a telephone number where you can be reached during normal business hours if you don't wish to be contacted at your practice regarding this order.)

Will you be submitting practice photos? (Yes or No):

Will these photos be submitted in the next 72 hours? (Yes or No):

Please use the space below for any additional information you would like to provide:

(Examples: Pronunciation assistance with difficult names, you might wish to provide specific directions to your practice or provide landmarks you want us to consider using. Examples: "Across from the new Mega Mall" or "On South Main Street 2 miles East of Route 66". You might also consider putting together easy to follow and brief instructions to your practice from the North, South, East, and West. These work well in the customized DVD. We can put directions to your office at the end of the DVDs if you plan to use them as direct mail marketing to prospective patients.)

Permission and Release Form

Please read this form, sign and date at the bottom as requested and return to ChiropracticArt.com

I hereby acknowledge and agree that I have reviewed all of the photos, files, media and contact information I have provided to ChiropracticArt.com. I have reviewed all information for accuracy and hereby declare that all information I have provided is free from error and exactly as I desire it to appear in advertising templates and all related documentation. I grant permission to ChiropracticArt.com, its owners, staff (also referred to as “the seller”) and any third parties they authorize to use any and all of my digital photos submitted to ChiropracticArt.com for the purposes of completing my order. Photo rights extend only to the templates and marketing materials I purchased. If submitting a photo or likeness of myself I grant permission to the seller to edit and use this photo in templates and documents designed for marketing of my practice. If I include photos of my staff or other individuals I hereby declare that I have obtained all required permission and consent of anyone pictured in the images and media files I have submitted or will submit. I hereby declare that I have obtained a signed release of any person or persons featured in any images I’ve submitted prior to submitting all photos to ChiropracticArt.com and prior to running any advertising featuring any person’s photo or likeness.

I agree to obtain and keep on file, a signed copy of this release. I own the rights to any and all photos I submit and acknowledge any photos I provide may be incorporated into my marketing kit and may ultimately be released and viewed by the public as advertising.

I understand that the materials I purchased are protected by copyright and may not be reformatted or redistributed for any other purpose than direct marketing of my practice and the services I offer.

I waive the right of prior approval with regard to my purchase. I hereby release ChiropracticArt.com and its owners and staff from any and all claims for damages of any kind based on the use of, or related or associated with my use of any product (or any subsequent alternate version or derivative of any product) or service sold or offered to me by ChiropracticArt.com.

I acknowledge due to the customized and digital nature of my purchase, all sales are final and returns are not accepted.

Right to Revoke: You have the right to revoke this Release at any time by providing written notice of your revocation and submitting it to the seller. Please understand that revocation of this Release does not entitle the purchaser to any refund and does not affect any action the seller has taken in reliance on this Release before receiving your revocation.

By typing my name or initials below/signing below, sending this agreement to the seller, submitting my payment, and/or using the materials and information provided by the seller, I am acknowledging that I have read and understood the above Release and that I am in complete agreement with all terms described herein.

Type/Print Your Name:

Signature:

Date:

DETAILS FOR SUBMITTING DIGITAL PHOTOS, LOGOS ETC.

Answers to Frequently Asked Questions, Tips, Etc.

How Do I Submit Photos?

There are a variety of options available:

- Upload the files using the upload form on our site (<http://www.chiropracticart.com/submit-info>)
- Email the files as attachments to us at info@chiropracticart.com
- Upload the files to a file storage or sharing service online and send us a link where we can download them
- Mail photos to us on a CD/DVD or other storage medium

I'm sending a couple dozen images and files. How can I speed up the upload/email process?

Our online upload form should allow you to upload multiple files simultaneously as long as the total file batch size is under 300 MB in file size.

Attaching and uploading many files to an email can be tedious. Using lossless compression such as the .ZIP file format allows you to “zip” and store many images in a single file folder. You can then upload the single folder instead of dealing with each individual file. Many modern computers, MACs and devices have built in support for the .ZIP format but you can also try using a program such as *Winzip* or *7Zip*.

What File Format Should I Use?

Our preferred format for photos is JPEG File Interchange format. The preferred format for logos, graphics and images with text is Portable Network Graphics (.png)

We can accept the following formats for photos and images, among others.

JPEG Interchange Format	(* .jpg, * .jpeg)
Graphic Interchange Format	(* .gif)
PDF files	(* .pdf)
Portable Network Graphics	(* .png)
Windows Bitmap	(* .bmp)
Tagged image file format	(* .tif, .tiff)

What Size Images Should You Submit?

Generally speaking the easiest answer is to provide us with the largest photos possible. We can always rescale and resize an image down, but trying to making a photo bigger than the original photo dimensions just doesn't work. The only problem with this answer becomes balancing photo file size with photo quality. As photo resolution and quality increase, so does the file size. Uploading and downloading huge files can be a pain but as a general rule, when it comes to how well your images will look on video, bigger is better.

As a rule of thumb we require image pixel/canvas size of no less than 1920 x 1080 pixels. A dpi setting of 300 is a good rule of thumb as well.

We realize not everyone is tech savvy. If all of this talk sounds confusing have no fear. Simply get your hands on a decent quality 2.0 megapixel or better digital camera and take the best photos you can at the highest quality setting on the camera you have available. We'll take it from there.

How Many Photos Should You Submit?

We generally only need 10-20 photos but feel free to send as many as you'd like. Generally speaking, it is better for us to have too many choices rather than only 2-3 images to pick from.

Make sure you email only photos that you want to see used. Please assume any and all photos you supply could be used exactly as you send them without editing. (We reserve the right to edit your photos as we deem necessary them, but do not rely on us to edit out things you don't want to appear in your product) If you don't want it to appear in advertising don't email us the photo.

Email photos to us and we will email you back a confirmation that we have received, downloaded and reviewed your photos. If you don't receive our confirmation email within 24 hours you should check back with us to ensure we received your photos.

Other Tips:

Clean before you take your photos. You don't want that messy clutter on the bookshelf or the untidy exam room to appear in your material.

Watch your lighting etc. If you use a flash watch for glare etc. Be aware of reflections visible in the photo etc. We can't be held responsible for photos you take, so please take your time and take your best photos.