

IMAGE ONTARIO

IMAGEONTARIO.COM

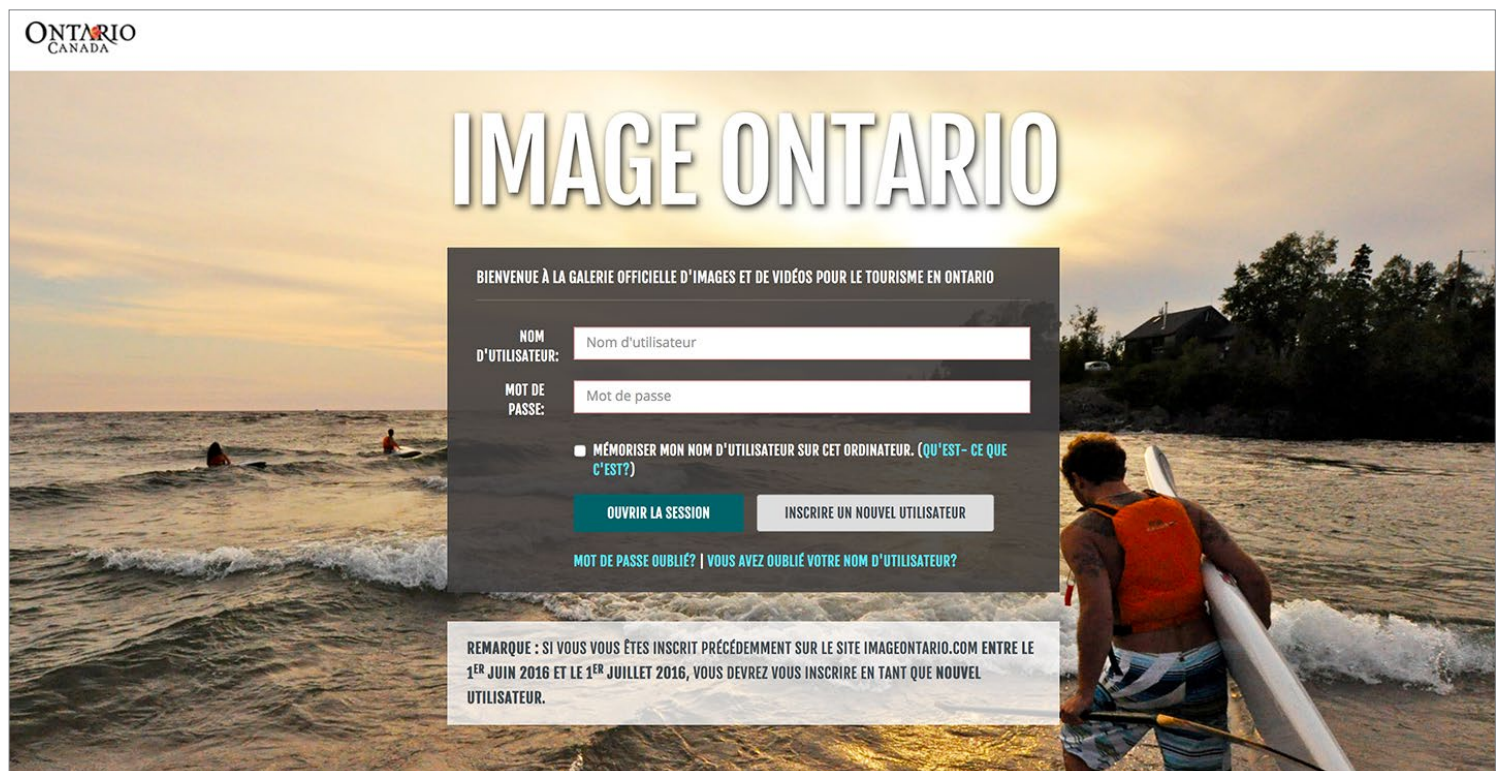
The official image gallery for tourism in Ontario.

The resource to access thousands of digital, professional images for use in promoting Ontario's tourism experiences and destinations.

Leverage this **FREE** revamped, extensive database for your tourism marketing needs.

WHAT'S NEW?

- Enhanced search capabilities
- Increased download options (multiple sizes and formats)
- Preview for quick sample layout
- Images added frequently



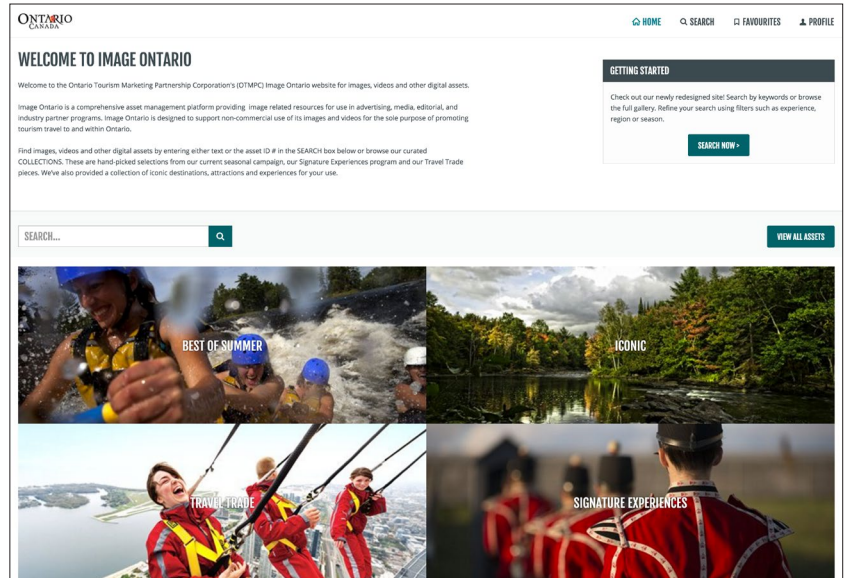
NEW USER?

- Register today for an account at www.imageontario.com.
- Await administrator notification e-mail from otmpccreativeservice@ontario.ca within two (2) business days.
- Log in to your account at www.imageontario.com.

HOW TO NAVIGATE

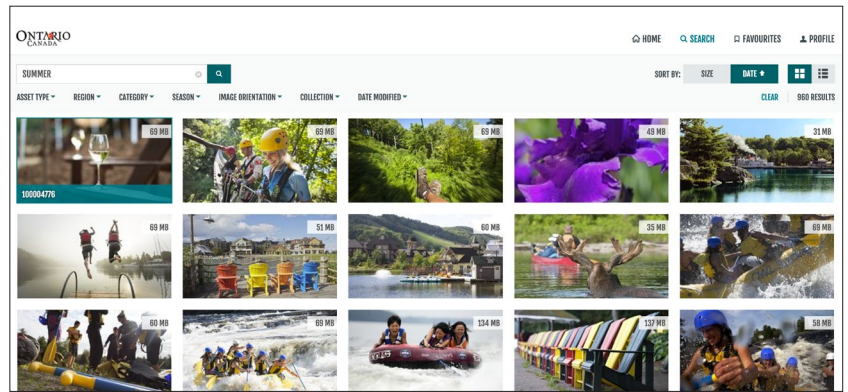
HOME PAGE

We've curated a collection of key images for easy access and provided the option for quick search.



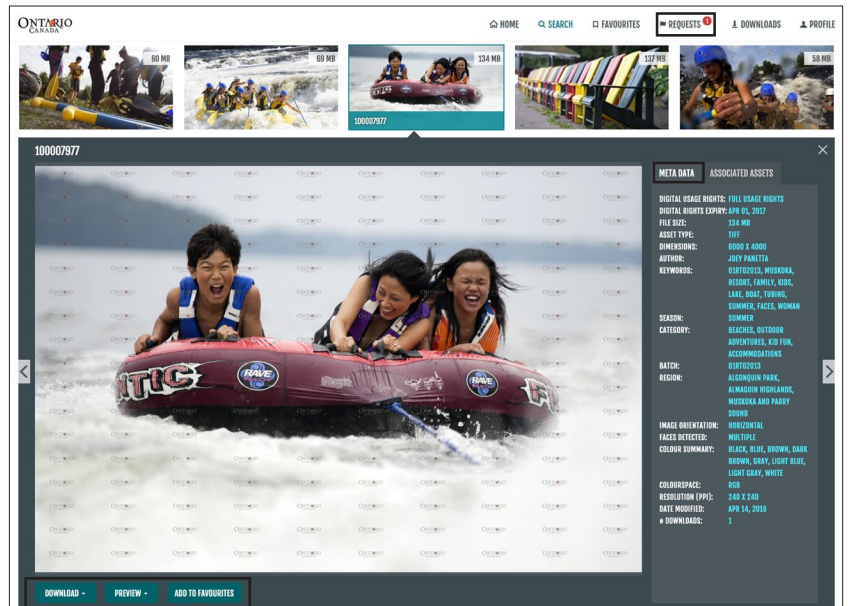
ASSET GALLERY

This is the default view. Scroll down to see more, and narrow the displayed list by keyword search, region, season, date, and more.



VIEW, PREVIEW, FAVOURITE AND REQUEST AN ASSET

Once an image is selected, details presented include metadata (usage rights and expiry, specifications, location, etc.) and similar images are suggested as Associated Assets. Then preview watermarked images, select your favourites and request images that you are interested in by using the buttons at bottom left.



COMPLETE YOUR ORDER

Once requested, images are gathered in a 'Requests' folder (upper right navigation). To complete your order, go to 'Requests' to check out. Within two (2) business days you will receive an email advising when the images are ready for download.

Images will be available for 2 weeks from date of e-mail notification.

IMAGE ONTARIO FAQ'S

1. Q: How will I know when new images have been added to the gallery?
A: Log in to your account and select the 'Date Modified' menu to view inventory that was added Last Week, Last Month or Last Year.
2. Q: What are my obligations based on Digital Usage Rights?
A: As part of the terms and conditions of using Image Ontario, it is your responsibility to ensure that images are used as outlined. All images are tagged for usage rights:
Full Usage Rights = for use in print and online/digital, credit required;
Print Usage Rights = for use in print, credit required; and,
Digital Usage Rights = for online/digital use, credit required.
3. Q: What are my obligations based on Digital Rights Expiry Date?
A: As part of the terms and conditions of using Image Ontario, it is your responsibility to ensure that images are used only until the expiry date, after which it is your responsibility to remove them from digital display, etc.
4. Q: I require an image for a brochure, in a specific size and format. Can it be converted for me?
A: Once you have requested images and receive e-mail notification that they are ready for download, you will have the option to download images in a variety of sizes and formats. Examples include "JPEG-300 x 300 pixels", "TIFF-10 x 10 in. 300 dpi for Print", and "Image for Powerpoint".
5. Q: Once I've received e-mail notification that images are ready for download, how long will they remain available in my account?
A: Images will remain available for download for two (2) weeks once notification has been received.
6. Q: Who can I notify if I discover an image that I believe is incorrectly tagged?
A: Contact Joey Panetta, Destination Ontario Creative Services Coordinator, at info@imageontario.com.
7. Q: Who can I contact for assistance in navigating the site, sourcing images, answering questions, etc?
A: Contact Joey Panetta, Destination Ontario Creative Services Coordinator, at info@imageontario.com.
8. Q: Can I upload my digital images to this database for use by Destination Ontario and other?
A: Destination Ontario looks forward to welcoming submissions of digital images for consideration for addition to Image Ontario. The process will be phased-in at a later date.

SUBMISSIONS TO IMAGE ONTARIO

The digital assets in the image and video gallery are used by global tourism stakeholders, government and media to promote Ontario's wealth of experiences and destinations.

To submit your digital assets for consideration for addition to the collection, please ensure the following requirements are met before submitting:

1. Your organization owns, in full, all images and videos being submitted for consideration, and you have global third party usage rights.
2. You are able to supply Model Releases for all distinguishable people in each image and video where they appear. Any assets that have a talent cycle associated (a specific end date of the talent contract) must be available for at least one full calendar year from date of submission to Destination Ontario.
3. Each image and video will be accompanied by full geographic/experiential information either embedded into the metadata of the asset or clearly outlined in an attached document.
4. Technical requirements:
 - Images:
 - Photos should be in the highest print resolution possible (minimum 300dpi), submitted as TIFF or uncompressed JPG files (saved at maximum quality);
 - All RAW camera files are submitted where possible;
 - For technical inquiries, please contact Joey Panetta, Creative Services Coordinator, at info@imageontario.com.
 - Video:
 - B-roll in high quality or finished.
5. Receipt of your assets by Destination Ontario will be acknowledged by e-mail.
6. Within 2-4 weeks, Destination Ontario will choose a selection of your images, upload them onto Image Ontario, and notify you when they are live on the site.

Once you have shortlisted your assets and complied with all requirements above, complete the IMAGE ONTARIO SUBMISSION FORM and send with your selections to:

Destination Ontario: Creative Services
10 Dundas Street East, Suite 900
Toronto, Ontario, M7A 2A1
Email: info@imageontario.com