

## How to Provide Your Images

Include your dealership logo and dealership image on your ConsumerConnection communications and increase dealership branding. Please follow the instructions outlined below to properly submit. Images will print in color (if provided).

### 1. Dealer Logo

Logo must be provided by the Dealer in the following formats:

**FOR DIRECT MAIL USE:**

- **A HIGH RESOLUTION IMAGE IS REQUIRED** – the best option is 300-dpi EPS OR vector files that are scalable to any size (Adobe Illustrator .ai or .eps files)
- A stacked version of the logo is highly recommended over a horizontal version
- **HIGH RESOLUTION JPEG AND TIFF FILES CAN ALSO BE USED FOR PRINT IF FORMATTED CORRECTLY:**
  - One-size JPEG or TIFF raster image at 300 dpi = Minimum requirements are 2" X 1"
  - Note that PNG and GIF files are typically low resolution and thus unacceptable for print

**FOR DIGITAL USE:**

- Logo size requirement is 400 px X 222 px
- Images should be 72-dpi JPEG files



Logo should be clear, not pixelated

### 2. Dealer Image

Photos must be provided by the Dealer in the following formats:

**FOR DIRECT MAIL AND DIGITAL USE:**

- **A HIGH RESOLUTION IMAGE IS REQUIRED** – the best option is 300-dpi EPS file
  - High resolution JPEG and TIFF files may also be used for print if they are formatted correctly
- Images should be a minimum of **9.13" X 4.5" (2739 px X 1350 px)** to fit the largest image space
- Please note that images will be cropped or scaled to fit smaller spaces when necessary
- Professional photography is highly recommended in order to produce the best results
- PNG and GIF files are typically low resolution and unacceptable for print

Going forward, your communications will feature the dealership image you send us (see samples below).



Email your images in the required formats to Program Headquarters at [ConsumerConnection@epsilon.com](mailto:ConsumerConnection@epsilon.com). You must include your dealership name along with your P&A code in the subject line of your email.

EPSILON

For help, contact Program Headquarters:

Phone: 866.777.0389 • Fax: 866.260.3235 • Email: [ConsumerConnection@epsilon.com](mailto:ConsumerConnection@epsilon.com)

  
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