

Optional Dealer Custom Image Process (Pro Dealers Only)

ConsumerConnection

HOW TO PROVIDE YOUR PRO CUSTOM IMAGES

By enrolling in ConsumerConnection as a Pro Dealer, you are able to further customize your package communications. Pro Dealers have the ability to change certain images within their direct mail. For example, swap out a default image with an image of your dealership. To do so, please follow the instructions outlined below to properly submit your dealership image.

Only Pro Dealers have the ability to change certain images within their package communications. Photos for Pro Dealer variability must be provided by the dealer in the following formats:

FOR DIRECT MAIL: High resolution is required

- The best option is 300 ppi EPS.
- **High res. JPEG and TIFF files can also be used for print if formatted correctly:**
 - Large-size JPEG or TIFF raster image at 300 ppi = Minimum of 8.75" w x 6.25" h (2625x1875 pixels)
 - Professional Photography is highly recommended in order to produce the best results.
 - Note that PNG and GIF files are low resolution and thus unacceptable for print.

FOR DIGITAL USE:

- Pro Photo size requirement = 504x360 pixels
- **72 dpi, save as .jpg**

Email your custom image(s) to Program Headquarters at consumerconnection@epsilon.com. Must include your dealership name along with your P&A code within your email and identify exactly which package communication the image(s) should be used in.



sample photo

FOR HELP, CONTACT PROGRAM HEADQUARTERS:
PHONE: 866.777.0389 | FAX: 866.260.3235
EMAIL: CONSUMERCONNECTION@EPSILON.COM