



704 South Clinton Avenue  
Rochester, NY 14620  
Phone 585-442-4580  
Toll Free 800-836-4206  
Toll Free Fax 877-272-3977

## GUIDELINES FOR PHOTO SUBMISSIONS

Shade Tree Greetings publishes a number of different lines of greeting cards. Our "Actual Pictures" line is primarily humorous, and features photos from the 40s, 50s, 60s, 70s and 80s.

### WHAT TO SUBMIT:

Your family photographs taken between 1945 and 1985, for use in our "Actual Pictures" line. We can accept both black and white and color photographs. We give you a \$100 gift certificate to [www.coolfunnygifts.com](http://www.coolfunnygifts.com) for each photo we use and provide 12 of the finished cards.

### 2 WAYS TO SUBMIT:

These guidelines must be followed or your submission may not be accepted.

- Do not send any original photos until we have contacted you and made a formal request for them.
- Please do not call regarding submission. The process is lengthy and is described in detail below.

#### 1. MAIL IN PHOTOCOPIES:

1. Make a simple, black and white photocopy of each one of your photographs on an 8½" x 11" page.  
Please copy only ONE PHOTO per page.
2. Include your name, mailing address (also, email address if available), phone number, and current date on EACH page.
3. Mail to: Shade Tree Greetings, Inc.  
Attn: PHOTO SUBMISSIONS  
704 S. Clinton Avenue, Suite 400  
Rochester, New York 14620
4. Submissions are reviewed by our creative staff. The process is lengthy and can take anywhere between 6 months and 2 years. Due to the large number of photos submitted, we cannot return your photocopies.
5. If your photograph is chosen, we will send you a permission release to sign. We then ask you to send us the original photograph and signed permission release. Upon receiving your original, we scan the image and it proceeds into our production process. We will return the original back to you after we scan it.
6. The photograph and sentiment then go through consumer research to determine if people like the card and will buy it. Once published, we will send you 12 cards on which your photo appears, with envelopes, and a \$100 gift certificate to [www.coolfunnygifts.com](http://www.coolfunnygifts.com), our online retail store where you can purchase more cards and other Shade Tree Greetings products.

#### 2. SUBMIT SCAN BY EMAIL:

1. Digitally scan (not photocopy) photo at a minimum of 300dpi (600 dpi preferred, if possible).
2. Attach to email that includes your name, address and phone number.
3. Send email to: [photos@shadetreegreetings.com](mailto:photos@shadetreegreetings.com).
4. You will be sent a return email asking you to sign a permission release for the photos that meet our production qualifications.
5. Print the permission release, and sign it.  
Either: Scan the signed permission release and attach to a return email  
OR- mail the signed release to: Shade Tree Greetings, Inc.  
Attn: PHOTO SUBMISSIONS  
704 S. Clinton Avenue, Suite 400  
Rochester, New York 14620
6. Your photos represented on the signed permission release go directly into our archives of images available for immediate use. If we choose to use your image on a card, once published, we will send you 12 cards on which your photo appears, with envelopes, and a \$100 gift certificate to [www.coolfunnygifts.com](http://www.coolfunnygifts.com), our online retail store where you can purchase more cards and other Shade Tree Greetings products.

Thank you very much for your photo submission! We appreciate your time and effort!