

How to Submit Photography:

Submit low-resolution jpg
photos via WBU Dropbox:

URL: tinyurl.com/4fnnpk65

Example file name:
lastname-uniqueusername.jpg



Email creativeservices@wbu.com
with the following info or any questions:

Photographer's name, email address, phone number, address
and list of photos submitted via Dropbox.

All photo submissions will be reviewed by the Wild Birds Unlimited Inc. Marketing Team and must comply with the WBU photography standards listed to the right. If a photo is selected for purchase, a member of the WBU Marketing Team will reach out to the photographer to negotiate pricing, supply a Photography Usage Rights Agreement and W-9 to the photographer. Photographer will supply highest resolution of photo before payment is released.

Things to consider when photographing birds on Wild Birds Unlimited products:

Make sure the product and/or bird(s) are the main focus.
Eye of bird(s) must be in focus. Do not show the underside of the bird.

Background in soft-focus (bokeh) and not too distracting.

Both horizontal and vertical photographs are useful.

It is ok to submit photographs with the product and/or bird(s)
off-centered within the photo composition. This allows room for
headline copy to be added as needed.

Leave enough room around the product(s) and/or bird(s) to allow
for cropping of the photograph.

Photograph clean products, with food uneaten or only slightly eaten.
(i.e. full seed tubes, uneaten seed cylinders, etc.)

When possible, try to capture the moment when birds are feeding,
interacting, in action or when they look their cutest.

Try to have the bird(s) in a natural position, facing the camera,
with no cropping of the bird(s) and/or product(s).

No photoshopped birds and products within photography.
Must look natural.

Bird & Product Photo Examples

