



Great photos help drive customers to your restaurant and support our local schools.

Please follow these simple do's and don'ts when submitting your photos.

1 EXTERIOR / ENTRANCE PHOTO *Show us your storefront or entrance.*



Clear, well-lit, straight on or slight angle.



Too dark / poorly lit.



Weird angle.



Too much clutter in the way.

2 PROMOTIONAL MENU ITEMS *Send 3-4 photos of your promotional items — one photo per dish, plated and ready to serve.*



Bright, natural light. Close up. Focus on the dish. Clean plate, no clutter.



Dark / poor lighting.



Too far away / too much background.



Clutter in frame (utensils, napkins, etc.).

3 INTERIOR / DINING AREA (OPTIONAL) *Show the atmosphere of your restaurant.*



Well-lit, clean, inviting. Show your space.



Too dark.



Cluttered / messy.



Backlit / too bright.



PHOTO REQUIREMENTS

- ✓ Use natural daylight whenever possible.
- ✓ Turn your phone sideways (landscape / horizontal).
- ✓ Fill the frame – get close to the subject.
- ✓ Wipe the plate rim and clear away clutter.
- ✓ Take 2-3 shots of each and send the best.
- ✓ Send original photos from your camera.
- Do not send screenshots or filtered images.



HOW TO SEND

- Email photos to:
promotion@ptarestaurantweek.com
- Or upload during registration at:
www.ptarestaurantweek.com/register
- Name files with your restaurant + dish,
e.g. SicilianOven_PepperoniPizza.jpg



QUESTIONS? WE'RE HERE TO HELP!

Email promotion@ptarestaurantweek.com



THANK YOU FOR SUPPORTING
OUR LOCAL SCHOOLS!