

ATDW Listing Guidelines

Images

ATDW has specific image requirements

Wine Australia may have some suitable photos for your listing on the [Wine Australia Digital Assets Gallery](#), or alternatively, your respective State Tourism Organisation may have photos on their media galleries.

If you need to take your own photos, most smartphones meet the ATDW requirements in terms of quality and size.

ATDW image guidelines

- Minimum photo size is 1600 × 1200 pixels.
- Maximum photo size is 10mb.
- Minimum 1 photo, maximum 10 photos.
- Portrait sized photos, posters, brochures, logos or photos with written text are **not** accepted.
- Alternative Text (Alt text) is **mandatory**. Write a brief description of what's in the photo. This helps the visually impaired understand the features of your property. It can also improve your listing's search engine optimisation.
- Captions can add more detail to your photo.
- If necessary, add copyright details and credit the photographer.

Watch this [video](#) to learn more about how to optimise your ATDW listing.

In addition to the above guidelines, it is important to ensure that:

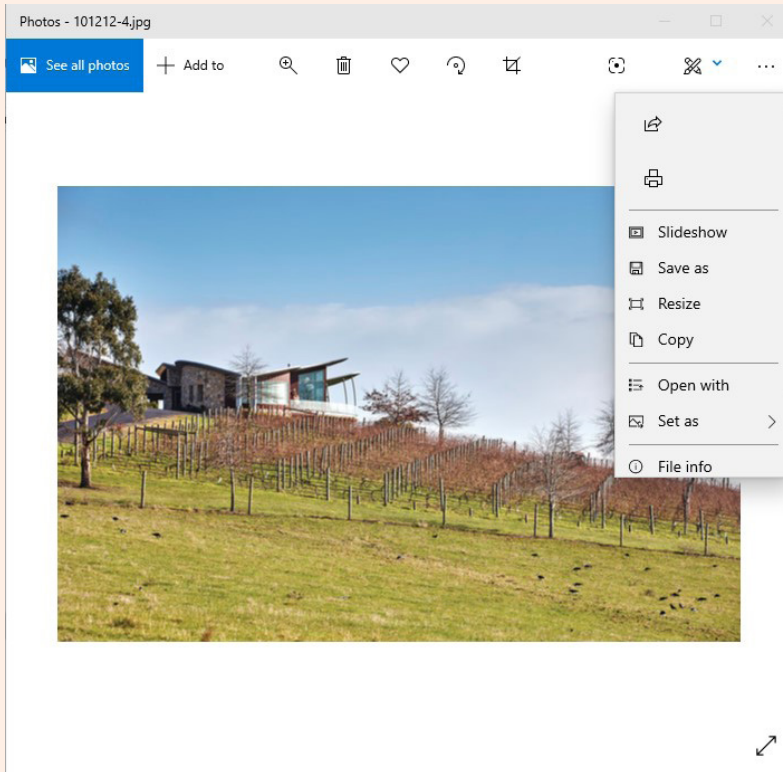
- No text or logos are over the image.
- Images used are not collages (more than one image merged with another).
- Images do not have borders.
- Image must be in focus with good lighting.
- If your image appears distorted once resized, it won't be suitable for use on your listing and you will need to find another image.

Watch the ATDW [online](#) tutorial on how to update your listing with new and larger images.

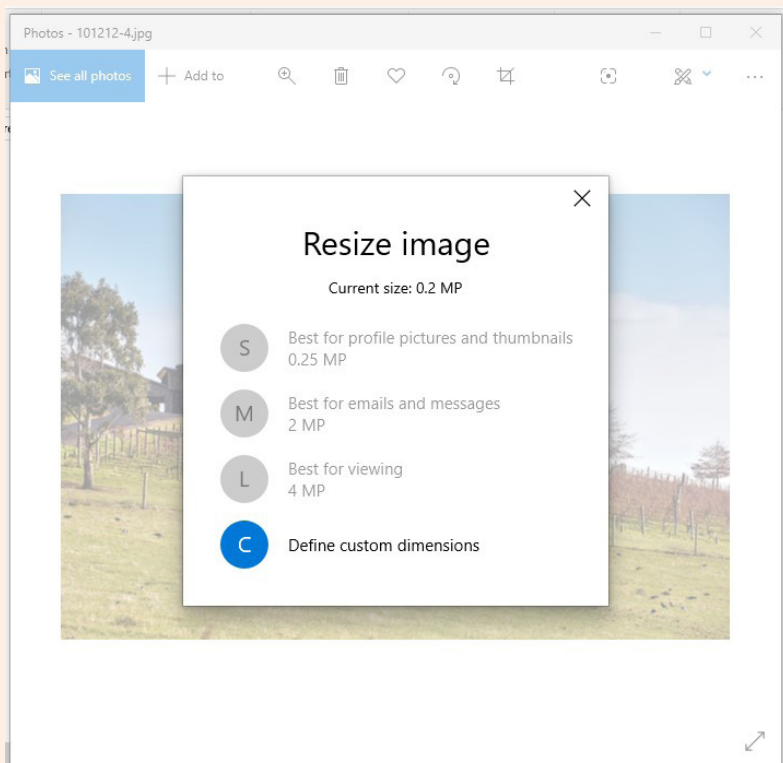
If your image does not meet any of these requirements, it will be rejected by the system.

How to resize your images

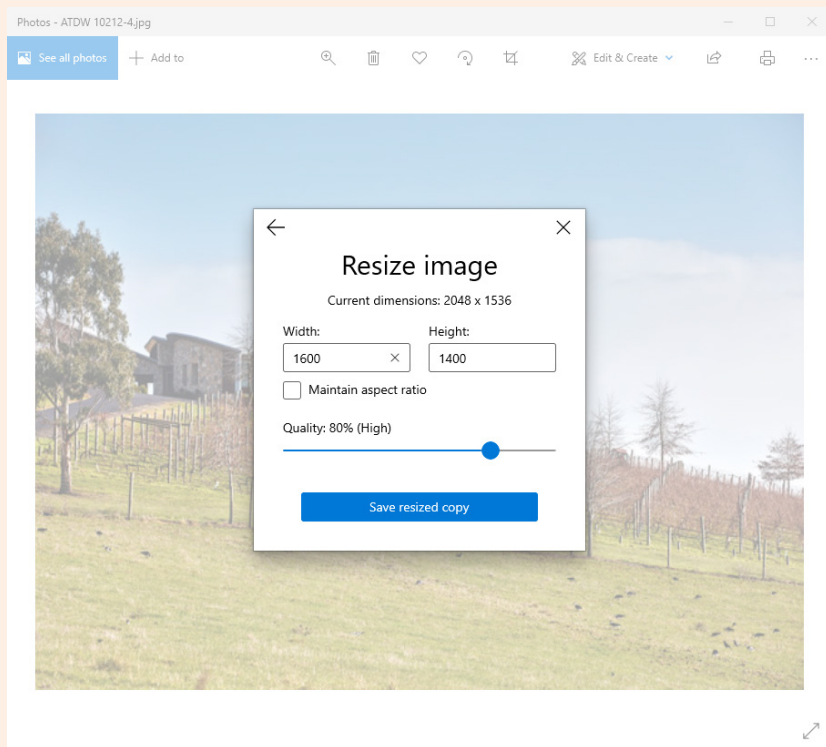
- 1 Locate and open the image you would like to resize in your files on your PC or laptop.
- 2 Click on the three horizontal dots in the top right corner, then click 'Resize' in the drop-down menu.



- 3 In the image resize menu, click 'Define custom dimensions'.



- 4 Resize the image to 1600 × 1200
(make sure 'maintain aspect ratio' box is unticked).



- 5 Save the resized image to your files.