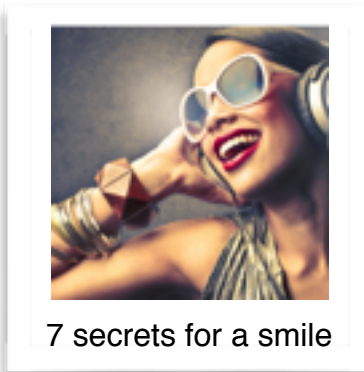


## \* SUCCESSFUL PROMOTION INGREDIENTS



### Media Release

**Photo** - minimum 220x220 px

**Title** - ideally 35 chars, 60 max (with possibility to not show on some browsers)

**URL** - destination web address



*Recommended to mix following:*

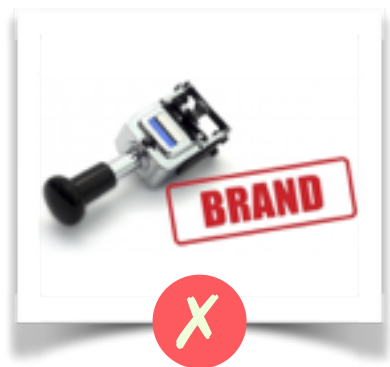


*You can try if you insist following:*

### PHOTO



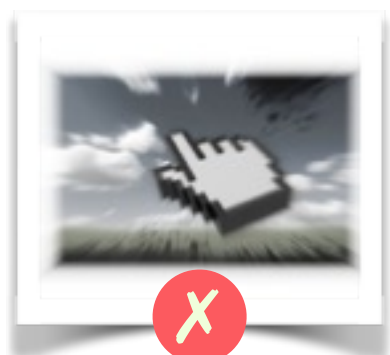
*Try to capture people faces not logo or abstract drawing*



### COLOR & ZOOM



*Use live colors, avoid small details and crowded or blurred photos*



### GOOD TITLE



*Use good keywords or list if you have it. Survey or intrigue titles are always welcome*

