



Photo call – Yukon images

Government of Yukon, Department of Tourism and Culture has identified upcoming photography needs. Therefore, the Marketing Unit is putting out a photo call to purchase Yukon photography to use for Tourism Yukon marketing needs.

Posted: January 17, 2019

Final submission date: March 1, 2019

This request has been divided into five sections:

1. Shot list
2. Mandatory elements
3. Style / tone / composition
4. Format / usage / compensation
5. Submission

1. Shot list

- Unique Point of View shots for Yukon's unique experiences
 - Northern lights viewing
- Accommodations
 - Unique places to stay: yurts, cabins, lodges, etc. (especially if they are under northern lights)
- People enjoying local festivals and events especially:
 - Yukon Sourdough Rendezvous
 - Thaw di Gras
 - Arctic Ultra
 - Yukon Quest (images of the traditional First Nation dog blankets used in the ceremonial opening of the Quest in 2017)
 - Burning Away the Winter Blues
 - Signature and smaller events in communities other than Whitehorse (can include events in Atlin, B.C.)

- People doing the following winter activities:
 - Cross country or back country skiing
 - Snowshoeing
 - Ice skating
- People doing the following summer activities;
 - Cycling
 - Fishing (without showing off the fish)
 - Golfing
 - Horseback riding
 - Kayaking
 - Camping in “front” country - especially in Yukon government campgrounds
- Midnight Sun scenes with or without people doing tourism activities
- All seasons:
 - Everyday life in the communities
 - Happy-looking people out and about, walking around in communities (Dawson City in particular)
 - Wildlife viewing
 - People participating hands on/with First Nations cultural experiences at festivals and events
- People in accessible and iconic geography/landscapes
- Communities:
 - Aerial shots (or aerial type) showing the whole town/city
 - Streets, important buildings, etc.
 - Especially: Haines Junction, Mt Lorne, Ibex Valley, Marsh Lake, Mayo, Ross River, Faro, Teslin
- Road trips:
 - Sedans or small SUV's/Vans/SUVs/Motorcycles on a highway with attractive scenery
 - Kluane area (summer)
 - South/North Klondike Highway
 - Top of the World Highway
 - People safely on the side of the road taking in the scenery
- Culinary:
 - People enjoying delicious-looking local food at local businesses or foraging for local ingredients
 - Camp meals as part of an outdoor experience
- White Pass Railroad:
 - Images from the Canadian side of the line
- People doing wellness related activities:
 - Outdoor yoga, reading, creating art, etc.
- Yukon flora and birds with landscape/people included to show context

2. Mandatory elements

1. **Subjects** – We always strive to capture the authentic Yukon. People from our towns, animals from our mountain ranges – each subject provides an invitation into a moment in time and an introduction to our community. When people appear doing an activity, they must be engaged in the activities rather than simply being witnesses.
2. **Inclusivity** – We are also looking to represent the diversity of Yukon and visitors. Representation of different ages, range of ethnicities, household types, physical abilities, and genders are encouraged for submission.
3. **Viewing/location** – Preference is given to accessible locations. If the location is remote, it needs to be one where tour operators are offering regular, scheduled trips. Having a full or a part skyline provides value. Time, location and establishment (if applicable) must be identified in the photo metadata.
4. **Ideally, brands must not be visible in the shot.** This applies to everything including clothing. If branding is not possible to eliminate, avoid branding which is difficult to remove by Photoshop (e.g. Very large logos or slogans on clothing, vehicles, buildings, etc.)

3. Style / tone / composition

Please consider the following:

- [Tourism Yukon's Brand Standards](#)
- Our two primary target audiences are Authentic Experiencers (AEs) and Cultural Explorers (CEs).
 - AEs seek authentic, tangible engagement and have a particular interest in understanding the history of the places they visit. Average age: 52; m=51%, f=49%
 - CEs are defined by their love of constant travel and continuous opportunities to embrace, discover and immerse themselves in the culture, people and settings of the places they visit. Average age: 44; m=34%, f=66%
- AEs and CEs share a common mindset – they are learners at heart:
 - They crave trips that take them off-the-tourist-trail, based on getting the inside scoop or local's perspective.
 - They want to make their own way and get to know a destination through authentic experiences.
 - They are passionate explorers.

1. Authenticity is everything. The shots must not feel staged or stylized – non-posed shots are preferred. The desired feeling comes in the form of imperfection – crooked smiles, windswept hair, being open and unguarded. Subjects can be candid, point of view or straight on, but never forced or formal. They should feel real and as if you were right there when the image was taken.
2. The viewer must be able to connect with the people in the image and relate to them. They shouldn't look intimidating or come across as professional talents or hard core explorers.
3. The warmth of Yukon and the unique brilliance and quality of the light inspire our identity. To further communicate this, we recommend that photography be captured (whenever possible) during Golden Hour – the period shortly after sunrise or before sunset, during which daylight is redder and softer than when the sun is higher in the sky.
4. Try to capture and convey a sense of space by showing the Yukon's vast landscape and larger-than-life attitude without the shot feeling lonely or desolate. Showing people immersed in experiences and engaged with their surroundings will help avoid this.
5. The preferred photography style is real, natural, and in-the-moment, with attention to real life detail.
6. Where possible, the subject should attempt to capture a unique or unusual perspective that allows the viewer to experience something they are not expecting.
7. Contrast and depth of field provide a desired sense of intimacy.
8. Follow these guidelines when selecting photos of subjects. Make sure that they:
 - Don't seem alone and vulnerable in the vast hinterland
 - Are supported by guides and/or some kind of infrastructure such as appropriate gear
 - Are relaxed and engaged in an authentic, intimate experience
 - Are wearing appropriate clothing for the experience
 - Have their faces well lit
9. Keep in mind Tourism Yukon's voice when selecting your shots:
 - Inclusive
 - Playful
 - Creative
 - Energetic
 - Friendly
 - Honest
 - Carefree
 - Uninhibited

- Offbeat

10. Composition: as priority will be given to the website needs, landscape orientation is preferred. However, photography may be used on a variety of platforms, from print to video to web including mobile devices, so image composition is very flexible. Classic composition in vertical and horizontal format following the rule of thirds is welcome, but composition which breaks these rules for dynamism, and offers flexibility (with ample image area around primary subject matter) for cropping banners, sidebars and multiple screen formats is encouraged. For use as banners, landscape-oriented photographs with a distant focal point in the top one-third of the photo are also encouraged.

4. Format / usage / compensation

Format – Photography

Original material – For website, JPG are preferred, and TIFF, PSD, RAW and PNG are accepted. For general use, full resolution RAW and TIFF images are desired. In all cases, they need to come with photographer, copyright, description, time and location metadata. Due to the limitations in use for print media, JPG originals will command lower licensing fees. Minimum resolution required for website is 1920 pixels x 1080 pixels, and 72 DPI. For general purposes, the minimum is 2560 pixels x 3500 pixels.

Submission material – Please start all image file names with photographer surname for easy identification. Please provide your images for review in JPEG format as individual images in resolution between 1280 and 1920 pixels longest dimension. “Contact sheets”, digital or print, cannot be accepted. Discrete watermarking with photographer name is encouraged.

Please include meta data indicating location, brief description, keywords, author, copyrighted status, copyright notice, and credit line.

Usage rights

The Government of Yukon, Department of Tourism and Culture would like to license images with non-exclusive perpetual usage rights in all media, for the life of the copyright, including sharing the photography with third parties for promotional, editorial, non-commercial (i.e. non-resale) purposes which fulfill the mandate of the Department of Tourism and Culture. The Government of Yukon may also wish to license some images with temporary (2 year) exclusive usage rights in all media for Tourism and Culture use only.

Photographers must warrant that they are the copyright holders and that the images are free of any other licensing restrictions. The photographer must also warrant that they have obtained model/location releases for any people or private property in the images.

Compensation – Photography

Compensation range for images licensed with non-exclusive rights is between \$500 and \$1250. Compensation for images licensed with exclusive rights is between \$1500 and \$3000. Images only available in JPG format will command lower licensing fees due to restricted print application.

For each image submitted, or group of images with the same value, please state your exact requested price for non-exclusive, and exclusive use as outlined above under Usage Rights. Prices for collections of photos are also welcome.

If you have images you would like us to review which fall outside the indicated price range, please submit separately, with exact pricing.

5. Submission

Submissions will be accepted on an ongoing basis until Friday, March 1, 2019.

Please email your submission with a link to your files with subject “Photo Call – Yukon Images 2019” to:

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Tourism and Culture

Government of Yukon

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