System Graphics

If you wish to have your inventory electronically distributed through the Book- ingCenter Network, you will need to make at least one image of your property available. A prospective guest is much more likely to book a room at your prop- erty if your property and rooms can be viewed. In addition, all hotel images must be in color with no borders. We also recommend that you use images of high quality since "a picture is worth a thousand words." Note Be sure to include images of the room types as explained in the Setting Up room Types section(See "Setting up Room Types" on page xlix) .

? Choose Parameters from the BookingCenter menu or ? + U and click the System Graphics button which is in the center column.

? Click the appropriate buttons and then find and highlight the image file that you should already have saved on your computer or on a disk.

? Click 'Open' or double-click the file to select the appropriate image file.

Tip Refer to the BookingCenter Online Checklist for help.

Logo This image represents your property on some of the Network site. It should also be pasted into the logo field if you wish to print it out on receipts, registration cards, etc.

Note Not required for booking from your web site.

Banner This image appears on the top of each Enquiry screen that customers use to book from your web site.

This image represents your property and should be approximately 460 pixels wide x 60 pixels high .jpg image.

Note Required for booking from you web site.

Picture This image displays the EXTERIOR and FRONT of your property.

Note Required for all online bookings through the BookingCenter Network partner sites.

Map This map shows people where you are located. This image can't be larger than 430 pixels wide by 430 pixels high. Maps that are distributed to our Distribution Partners will be reduced as small as possible while maintaining the legibility of the text on the map. Be sure

Note Not required for booking from your web site.

Tip ! Currently, only two image formats apply to images on the Internet: jpeg (.jpg) or GIF (.gif). The jpeg format is currently the best for image quality. You may save photos to your computer's hard drive by scanning in the photos or by using photos taken by a digital camera. But make sure you save them as .JPG files (in the .JPEG file format) and name them with no spaces.

? Refer to the following image quality guidelines if you are distributing your property on the BookingCenter Network:

• All images must be in color with the exception of maps.

• Images may not have borders, fuzzy edges, or drop shadows.

• Images may not have type or logos on top of the images.

• Images may not be blurry or out of focus.

• Images must be in .JPEG format at medium compression. (They may not be in .GIF format.)

• Images must be in RGB (not CYMK) format.

• All photos must be saved with a 72 dpi (dots per inch) resolution at 300 x 300 pixels or more.

Note If you only plan to sell on your own web site, you do not need to follow the above guidelines.

? Use any image editing program to make images conform to the following target guidelines:

• Horizontal Image 300 x 210-300 (pixels) at 72dpi

• Vertical Image 210-300 x 300 (pixels) at 72dpi

• Square Image 300 x 300 (pixels) at 72dpi

Tip ! You can manipulate the dimensions and size of images using Adobe Photoshop by going to Image>Image size.

If you are unsure about how to assess these sizes, simply right-click (Windows) or click-and-hold (Macintosh) on an image on the web and choose "view image." This loads the image alone. You should see in your browser's title bar the dimensions in pixels.

Tip ! When naming images for the Internet, you can NOT use spaces. For example, front_of_house.jpg is fine, although front of house.jpg is NOT. Just replace any spaces with "_" and your images will display fine. If you are having trouble with the images that will represent you on the Network, just email them to support@BookingCenter.com and we'll get them named and sized so they look great!