



## Pinup Contributors' Guidelines

*Ol' Skool Rodz* and *Car Culture DeLuxe Magazines* welcome freelance contributions from models and photographers. In addition to our regular contributing photographers, we depend on freelance contributors to supply us with some fresh models. We try to get to as many events and places as possible but we cannot be everywhere!

It's a good idea to query first with a few sample photos. In all cases, know your market. Be familiar with *Ol' Skool Rodz* and *Car Culture DeLuxe* and the market we serve. This is most easily accomplished by reading several issues of the magazines. Don't waste your time photographing models or vehicles that don't fit our market. Both magazines feature traditional hot rods and customs. We have no interest in muscle cars, pony cars, fat-tired motorcycles, or billet anything. **Or models photographed with those types of vehicles.** We don't hate them; they're just not our market.

Following are some guidelines for pinup submissions. Adherence to these few suggestions will increase the likelihood of your submissions being accepted and published. Please send all contributions and queries to:

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### Photo Guidelines:

- High resolution digitals are the preferred format of nearly all major magazine and book publishers these days. We need files that will reproduce at 300 dpi (dots per inch) in the finished size. That usually means you'll need a camera in the 6MP (mega pixel) range at a minimum.
- Second choice for photos is color slides. If 35mm, they need to be mounted in cardboard or plastic mounts.
- All of our pinup photos are run in vertical format, either a full page or 2/3 of a page adjacent to the indicia. Please provide vertical shots.
- We prefer models with a retro look; classic beauties whose pictures would have been attractive thirty years ago or will still be thirty years from now. Malibu Barbie isn't our style. We like Bettie Page better. The clothes and props should fit our market (pre-'68 CAR KULTURE magazines). '49 Fords, yes; '07 Volvos, no; wooden surf boards, yes; jet skis, no; Philco Predictas, yes; iPods, no.
- Pay attention to the details of your photograph. Watch out for reflections on shiny surfaces like chrome and paint. We don't need any pictures of the photographer or bystander reflecting in a fender or spotlight.
- Most people look better photographed at a slight angle. Such a view gives perspective. Have you ever seen a good driver's license photo? No one has. It's because the pictures are taken with harsh light and straight from the front. Even supermodels have lousy DL photos.
- Speaking of light, most editors agree that late afternoon/early evening and very early morning light makes the best outdoor photographs. It's warmer (more yellowish) and has fewer harsh shadows. Slightly overcast days are good too, because the light is diffused. Again, it's better for shadow avoidance. A little bit of fill flash helps with the shadows if nature isn't cooperating.
- Watch the focus. Make sure the camera is focused on the right thing. If you're not careful to place your focusing grid in the right place, auto-focus cameras will sometimes focus on something other

than the intended subject, such as on a background feature instead of the model's face. Sometimes it's best to turn off the automatic focus and dial it in manually.

- Takes lots of pictures. With digitals, you're only spending time, not film. You can delete the bad ones when you get back home.
- Get lots of different poses. You can keep the model flipping the one-finger salute, though. We have a lifetime supply of those already. Sexy poses do not have to be revealing. Good models can wear a potato sack and a baseball cap and still be smokin' hot!
- Lose the sunglasses. All good pinup shots show the model's eyes. Eyes are alluring; hunks of black plastic are not. Photographers – don't make your model stare into the sun. Let her close her eyes until you're ready to snap the shutter, then give her a 1-2-3 count so she can open her eyes for the photo.

#### Information Guidelines:

- We MUST have a copy of a signed Koolhouse Publishing model release on file *before* the photos can be published. No exceptions. No release, no photos printed. See the *Ol' Skool Rodz* website for a downloadable PDF version.
- Please tell us what name the model's photograph should be published under.
- We also credit the photographer and the make-up artist and stylist. Give us their correct names as they want them published.
- If a clothing company furnished the model's outfit, we'll give them a plug, too. Give us the correctly spelled name.

Last but not least, enjoy yourself. Hot rods and custom cars are fun; even more so with a pretty girl, so don't take yourself or us too seriously. Include some humor and a little irreverence in your pictures. Keep 'em comin'.