



PHOTO AND VIDEO GUIDE

2025 NATIONAL DIGITAL MIXED SALE

Quality photos and videos are strongly recommended and are an integral part of promoting your horses at the sale. They can strengthen a buyer's confidence to make informed decisions while on the sale grounds or viewing remotely.

STILL PHOTOS

It is always recommended to use professional photographers, however, below are some pointers which will help you get the best possible photos.

Specifications

Format: JPG or JPEG
Size: approx. 300kb or less
Dimensions: 800x wide or less
Name: hip#ph#.jpg (e.g. hip14ph1.jpg, hip 14ph2.jpg etc.)

Preparation

- Ensure the horse is well groomed and looking their very best.
- Mane and tail brushed, no debris.
- The mane should be brushed over the neck and positioned on the far side of the horse, opposite the photographer.

Background

- A clean background that does not distract from the horse is recommended. (no tractors, feed buckets, people etc.)
- Be sure to take photos on level ground with the horse standing on a hard surface.

Natural Lighting

- Stand the horse in sunlight with the sun behind the camera.
- Avoid using a flash and having any shadows on the horse.
- Early morning and late afternoon provide the best natural light.

Avoid Zoom

- It is better to move closer than using zoom for the best quality photo.
- Zooming in may blur the photo.

Confirmation Photo

- Face the horse to the left, standing alert, looking natural but not with the head held up too high, and the ears pricked.
- It is important that all four legs are visible.
- The front left leg should be straight from the shoulder to the ground with the right front slightly behind.
- The left hind leg should be straight from the hock to the fetlock with the right hind positioned slightly in front.

Additional Photos

Make sure all four sides are represented.

Submit your Photos

Please email your photos to info@cthsont.com no later than Monday, November 18.

WALKING VIDEO

Video Suppliers

Jennifer Anstey
Canadianthoroughbred.com
T: 416-318-2154
E: janstey@horse-canada.com
W: canadianthoroughbred.com

Jennifer Anstey from Canadian Thoroughbred is the CTHS vendor of choice. Fees include filming, editing, opening graphic, mileage, and link for the CTHS Ontario YouTube channel.

1 horse	\$200
2-5 horses	\$190
6-10 horses	\$175
16+ horses	\$150

CUJO Entertainment
T: 226-780-0996
E: curtis@cujoentertainment.com
W: cujoentertainment.com

Producers Post
Craig Davis
T : 519-871-7016
E : craig@producerspost.com
<https://www.youtube.com/user/prodpost>

CBA information for US providers:
www.consignorsandbreeders.com/domains/www.consignorsandbreeders.com/CMSFiles/yearling-sale-video-inspection-information

Specifications

The specifications must be strictly adhered to, otherwise we will be unable to post the video.

Duration 60 seconds
Method Cameras or smart phones
Format: For cameras use 1920 x 1080 ProRes Quicktime file or 1920 x 1080 MP4 (35-40 mb)
 For smartphones use 1080p 30 fps (frames per second)

Get Familiar

Walk the horse around the area so they will be relaxed during filming.

Walk the route you will take with them a few times so they present as natural and confident

Setting

Flat, open space with plenty of room to walk. Remove distractions. (no tractors, feed buckets, people etc.)

Shot Sequence

- Buyers are looking for an athletic walk, good stride and temperament.
- No trotting or stumbling.
- It is recommended to walk the horse a full 10 strides in all directions.
- The horse should take up 50% of the shot and the video should be recorded in the landscape view, while standing square to the horse.
- When shooting the side walking shots, it is recommended that the path be approximately 40 feet and the camera be 20 feet away and preferably not in the grass.

The following is recommended:

1. Profile conformation
2. Left to right side walking
3. Right to left side walking
4. Head on walking away
5. Head on walking towards

Editing

- Basic editing will be required to put the footage together.
- 40 to 50 seconds is preferable

Submit your Video

- The completed video, which includes the sale banner, will need to be uploaded to YouTube and be named by the Hip number.
- Consignors are to provide the YouTube link no later than November 18.