



# TeethXpress® Magazine Portrait Guide

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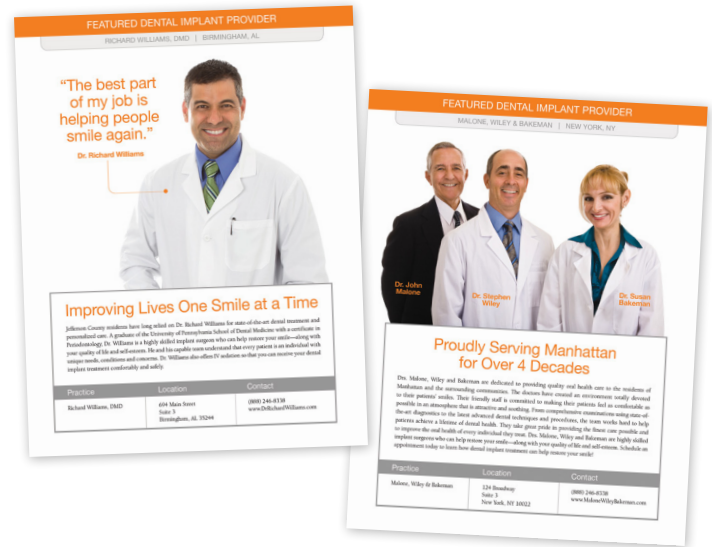
Make the most of your opportunity to attract and retain new patients with *TeethXpress* magazine by following these tips.

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Print this page and provide it to your photographer to ensure that your portrait photos meet our specifications.

# Guidelines for Dental Practices

Your portrait photograph is the first thing patients will see on your magazine profile. We can only use a professional portrait taken by a professional photographer at a professional portrait studio. We are including ideas of where you can go to have your portraits taken, suggestions about what to wear, and instructions on how to send us the photographs from your portrait session. You can send us up to three different poses for use on different pages in the magazine (using the same photo on multiple pages is also fine).



## Getting Started

A professional portrait session at an outlet like JCPenney ([www.jcpportraits.com](http://www.jcpportraits.com)) will likely cost between \$50 - \$100 and it's well worth the price. Professional studio photographers know how to capture you at the most flattering angle and will use studio lighting to make you look your best.

### Step 1: Print this guide

When you attend your portrait session, please bring page 4 of this guide. It is essential that the photographer follow these instructions and specifications.

### Step 2: Schedule an appointment with a photographer

Schedule an appointment with an outlet like JCPenney ([www.jcpportraits.com](http://www.jcpportraits.com)) or any reputable local photo studio. It is important that you print out and provide the photographer you visit (or who comes to your office) with the directions on page 4. Please also review our clothing suggestions on the next page.

### Step 3: Send us your portrait photo(s)

After your photography session, your photographer will provide you with the JPG files of the photo(s) you selected (via email). Once you receive the photo(s), send them to us by visiting the following webpage:

[www.teethxpressmagazine.com/photos](http://www.teethxpressmagazine.com/photos)

# Guidelines for Dental Practices *(Continued)*

## Clothing Suggestions

Use the photos below to help plan appropriate attire for your portrait session. Remember to avoid distracting patterns as well as colors that closely match your skin tone. And please don't forget to wear a friendly smile!

### Single Doctor Sessions

The image you would like to project to patients is entirely up to you. Popular choices of professional attire include a suit or lab coat.



LAB COAT



SUIT



SHIRT & TIE



LAB COAT



SUIT



BLOUSE OR DRESS

### Multiple Doctor/Group Sessions

Doctors in a group practice should coordinate their outfits for the portrait session. You may elect to have staff members pose with you as well.



# Guidelines for Photographers



PRINT THIS PAGE AND PROVIDE  
TO YOUR PHOTOGRAPHER

Below are our photography specifications to ensure a consistent and professional representation of the doctors whom we feature in *TeethXpress* magazine.

Please read prior to starting your portrait session with the client:



- Shoot using a solid white background
- Take a 3/4 pose (please allow final cropping to be done in post production)
- Remind doctor(s) to smile to capture friendly and approachable portraits
- Take high resolution photos (minimum size 9" x 12" at 300 DPI)
- Provide client selected photo(s) as JPG files (preferably by email)

## Single Doctor Sessions



## Multiple Doctor/Group Sessions

