## alamy | Captioning guide



In the world of news, speed is of the essence. To ensure that your images reach our news outlets around the world any time of day or night as you upload them, please follow the captioning guidelines below. Anything that doesn't follow this format will need manual intervention, by which time, the opportunity may have already been lost.

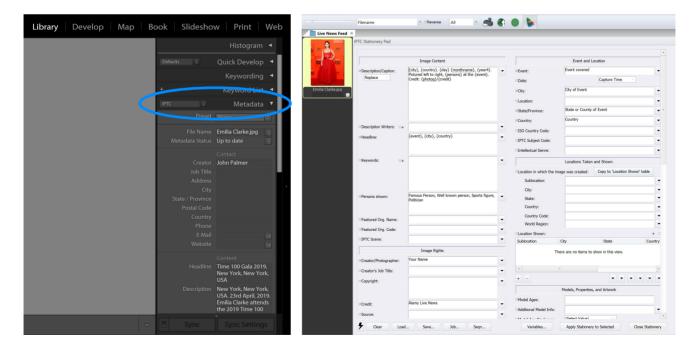
## Headline and caption in IPTC metadata

Basic		(j) The location above could either be the location shown in the image or t from which the photo was taken. To make a clear distinction use the two	
Camera Data		properties on the IPTC Ext panel	
Origin			
ІРТС		IPTC Content	
IPTC Extension			
GPS Data	Headline:	Name of event, City, Country	^
Audio Data			~
Video Data	Description:	City, Country, Date, Description, Credit (600 character limit)	~
		1970) 94 66 1100 60 60 600 600 <sup>10</sup>	
Photoshop			Y
DICOM	Vauwords		

## **Top tips**

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Date format must be like so: DD MMM YYYY e.g. 29th Mar 2019 Description should only be one or two sentences long detailing who is in the photo from left to right, what they're doing, why they're doing it and any relation to a news story. Your credit must not contain a website or contact details and should be written out like so: Credit: your credit/Alamy Live News



## More tips

If the images are about UK weather, the headline must be prefixed by "UK Weather:" e.g. UK Weather: Sunset in Penzance, Cornwall All other countries are standard. Remember to check your spelling. If you're unsure, it's worth putting your captions through spellcheck.