



## Photo Preparation for **with Easy SIP®**

GSA now requires at least one photo with most product catalogs, and is emphasizing products with photos in search results. The SenSoft Easy SIP® system removes the headaches from **GSA Advantage** photo preparation and allows you to present a professional image on the Advantage web site. Advantage now allows you to submit up to four photos for each product and makes the extra photos visible when the buyer clicks through to see details and then “Enlarge More/Views >>”. The first photo is the featured photo. You simply copy the photo file name (not the photo itself) or the photo URL into a column of your price list spreadsheet.

### Types of Image Files Accepted

We can accept any of these formats: .bmp, .gif, .jpg, .jpeg, .png, .psd, .psp, .thm, or .tif (we do not yet support Adobe PDF or photo formats). For example: My Part Number 100.jpg. Our service automatically converts and adjusts your photos to comply with current GSA format rules and photo types, so you are not limited to just JPG and GIF photo types. We show you the converted photos when you review your catalog on our web site before you send them to GSA.

### Specific Filenames Are Not Required

Specific filename formats, as specified by GSA, are not required when you use our Easy SIP service. Simply enter whatever name (with the suffix like .jpg or .gif) you have in the photo column for each row in your spreadsheet where you have a photo. Many companies use a logo for items where they do not have a photo.

### Image Sizes Accepted

GSA currently restricts the photo image file size to 1MB. We will automatically reduce your file size to the correct size before sending it to GSA Advantage!. Our review screen allows you to see the photo as it will appear on GSA Advantage, so that you can judge whether the photo size meets your quality requirements.

### Sending Photos to SenSoft

- For photos resident on a web site, simply copy the URL into the photo cell of your spreadsheet. We will download the photo into your catalog for you.
- You can get the URL of a web site photo by right clicking and selecting Properties in Internet Explorer or Copy Image Location in Firefox. The URL must point to a photo image, and not a whole page (.htm) or PDF file (.pdf). For example:  
<http://www.sensoft.com/SenSoft/images/sensoft-q-3.jpg>
- Use the WINZIP or PKZIP programs to create one or more zip files of your images. You can upload files through our web site up to about 500 MB, depending on your line speed.
- Email the Zip File(s) to [sales@sensoft.com](mailto:sales@sensoft.com), or
- Copy the ZIP file(s) to CD or DVD and send it to: SenSoft International, Inc., 8300 Boone Blvd., Suite 500, Vienna, VA 22182. (Extra charge apply for CD or DVD files that are not in ZIP format. Extra charges apply for individual ZIP files exceeding 500 MB.)