

## PHOTO & VIDEO TESTIMONIAL SPEC SHEET

### We want to share your story.

Rite in the Rain products travel everywhere with some of the most interesting people. We're honored that we have a part to play in the adventures that you embark on. So go ahead, tell us your story...

To submit your material, we've outline a few things to assist you. We also need your permission to share your story so please,

**sign and email or fax back this sheet to:**  
(253) 922-5300 or [stories@RiteintheRain.com](mailto:stories@RiteintheRain.com).

### STORY SPECS

Here's a great example of a story sent in from Katie Spotz, youngest person to row an ocean solo and first American to row from Africa to South America. It's brief, specific, and gives the reader a personal glimpse of the conditions at hand.

**"After 70 days, 5 hours, and 22 minutes alone at sea, I am happy to report that my Rite in the Rain products made it across with me. I couldn't have asked for better note pads and pens to bring on my solo row across the Atlantic Ocean. At times, I would even write in the cockpit, being hit by waves, and then continue on writing.**

**Being able to jot down my thoughts and feelings, day after day, enabled people all over the world to follow along with over 170 countries tracking my progress. I am so grateful for the Rite in the Rain products that allowed me to share this life-changing journey!"**

- Katie

### PHOTO OR VIDEO SPECS

#### For the best shot(s), we recommend the following:

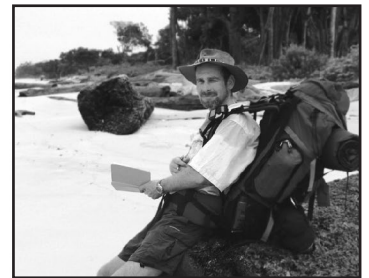
1. The shot should be fairly close to the subject (less than 10 feet or 3.5 meters)
2. The subject should be dressed and outfitted properly for the work and setting.
3. The subject should be off to one side so as to see the setting or environment.
4. A narrow depth of focus or a "blurry background" can make the shot more interesting.
5. Whether looking directly at the camera or what's being written, the subject should not look like they're "posing" with the product, instead, look genuine.
6. Rite in the Rain product should be clearly visible.
7. Video clips should be short and concise (less than 30-45 seconds)

#### Remember, the higher the resolution, the better!

(300dpi at 5"x 7" or larger is preferred for stills, 640x480 or larger for video)



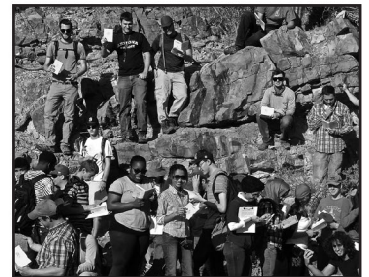
**YES**



**YES**



**NO**



**NO**

### PERMISSION

Please print your name and sign below to grant permission for us to use your photo, video, story and /or testimonial. If you have any questions or comments feel free to contact us.

I, \_\_\_\_\_, hereby give JL Darling LLC full permission to use these photos, videos, my likeness, and quoted story for promotional purposes.

Your Signature: X \_\_\_\_\_, Date: \_\_\_\_\_

**SUBMIT**

Thanks,  
Ryan McDonald  
Marketing Director

**Fill out, digitally sign and submit or print and send back to:**  
FAX – (253) 922-5300 Email – [stories@RiteintheRain.com](mailto:stories@RiteintheRain.com).