Add Background Image

1. In ArcMap
   a. Zoom into the area that you would like to display as a background image (the entire screen's view will be exported)
   b. Click "File" – Export Map
   c. Specify Save Location
   d. Enter File Name
   e. Save as type: TIFF (*.tif)
   f. Options:
      i. Click the Format tab
      ii. Select 'Write Geo TIFF Tags'
   g. Select Save