Public Sub AddPictureToLayout()

 ' Get document

 Dim pMxDoc As IMxDocument

 Set pMxDoc = ThisDocument

 ' Load JPG image into Element

 Dim pPictureElement5 As IPictureElement5

 Set pPictureElement5 = New JpgPictureElement

 pPictureElement5.ImportPictureFromFile "C:\Scratch\myPicture.JPG"

 ' Create an envelope in PAGE units and assign to geometry

 Dim pEnvelope As IEnvelope

 Set pEnvelope = New Envelope

 pEnvelope.XMax = 12

 pEnvelope.XMin = 2

 pEnvelope.YMax = 10

 pEnvelope.YMin = 2

 Dim pGeometry As IGeometry

 Set pGeometry = pEnvelope

 ' Set picture to have envelope geometry, this places it on pagelayout

 Dim pElement As IElement

 Set pElement = pPictureElement5

 pElement.Geometry = pGeometry

 ' Set name property (useful)

 Dim pElementProp3 As IElementProperties3

 Set pElementProp3 = pElement

 pElementProp3.Name = "My Picture"

 ' Add picture to Layout and refresh

 Dim pPageLayout As IPageLayout

 Set pPageLayout = pMxDoc.PageLayout

 Dim pGraphicsContainer As IGraphicsContainer

 Set pGraphicsContainer = pPageLayout

 pGraphicsContainer.AddElement pElement, 0

 pGraphicsContainer.UpdateElement pElement

 pMxDoc.ActiveView.Refresh

End Sub