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