

## Stock Photography



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Stock images are ideal for both publishers and customers, its simply works.

Stock Photography is as a popular way of taking photographs of anything from nature to portraits and can be either sold over the Internet or displayed in photo albums. The reality is that there are more stock photographers around the world than in any other photography discipline. The remarkable thing is that there are many amateurs involved.

## **What is Stock Photography?**

Imagine, for a moment, that you publish a travel magazine, newsletter, or website. You're running a story on travel in Europe, and you need photography to accompany the story. One way of getting those images is to send a staff photographer to Europe to get the Europe shots you need. Another way is to hire a freelance photographer based in Europe to go out and take the Europe shots you want. Each of those options is incredibly expensive. The third approach is to purchase stock photography. These are images that a photographer already has, and that are available for you to reprint.

Photography sold on the market include assignment photography and stock photography. Photographs captured of a predetermined subject are called assignment photography, while stock photography is when on takes photos with the desire to find a future buyer.

Stock photos, with a lower price, sell more often and to a wider market.

## **The types of Stocks**

The traditional photography marketplaces for Stock photography (macrostock), the prices are from a few dollars and up to thousands of dollars, also is often in demand a higher resolution and take a percentage of the price.

The Microstock, the idea is that if the images are cheap enough, more people will buy. The system let you create a portfolio of your photographic work and take a percentage of the price.

## **What kind of Photos?**

Find out what the market wants, then sell them what they want. This works also as well with selling your stock photography.

Find out what the stock website is looking for, normally what buyer want is what stock websites need. Research the stock sites, all sites have guidelines, they normally include a detailed list of what subjects they are looking for. Check also the list with the most downloaded pictures, but do not copy, and most searches. Sort your photo collection, that you cover the needs of the stock website and submit. Before you submit proof the quality, be careful how editing your images, avoid lens flare, noise, high contrast and blurs. Upload your photo, copyright, also do not taking photos from military buildings or buildings and objects where the trademark is visible. This should increase your

chances of making photo sales.

## **Photos that sell**

Every stock photo site has a list of popular photos as example

<http://submit.shutterstock.com/top50.mhtml>

## **Specializing?**

The opinions go in two ways. One says you can double the chance of selling your photo and an other say, you take your the chance of selling more of your photos.

Photography is for me the life. I capture all moments and than I sort in Niche Markets, as

1. Landscape
2. Vacation
3. Family
4. Garden
5. Flowers
6. Animals
7. Nature
8. Objects

The whole list is not in demand on the stock sites and with Animals and Family you need a signed agreement of the person (model release) or the holder of the animal.

If you can focus on soliciting into ...what the market wants... then you make photo buyers happy and you stay in profit.

## **Stocks**

Search for photo stocks and you find an enormous list of this sites, the greatest and top stock sites are:

### **Shutterstock**

<http://www.shutterstock.com/>

### **iStockphoto**

<http://www.istockphoto.com/>

### **Fotolia**

<http://www.fotolia.com/>

## **Dreamstime**

<http://www.dreamstime.com/>

## **Clustershot**

<http://www.clustershot.com/>

## **Stockxpert**

<http://stockxpert.com/>

Every of this stock sites have their own pricing system and percentage for the seller.

## **The Rights**

Stock agencies will license your photos and create a binding agreement between you and the stock agency.

Copyright was first drafted in the [1976 Copyright Act](#), signed by most countries in the world and states that photographs are automatically subject to copyright protection for the lifetime of the author.

A copyright owner has four exclusive rights:

1. To reproduce the copyrighted material
2. To display the copyrighted work
3. To create derivatives of the copyrighted work
4. To distribute the copyrighted material

**Licensing** is the way in which you allow other people to use your photos. There are different license types that you need to know about before you submit your photos to stock agencies.

### **Royalty Free (Standard or creative) License**

This is the most common form of licensing on stock photography websites. A buyer pays a flat fee for the image and nothing more. For example if a photo costs \$1, then the buyer pays \$1. The buyer doesn't have the right to resell the image, only to use it.

### **Rights Managed**

It can restrict usage to just a few buyers at any given time, for example they can exclude a particular country from using the photos. It is usually much more expensive than a Royalty Free license.

The buyers will pay the base price of the image every time they use the image. This means that if the buyers want to print your image on flyers, brochures, etc. and want to make 100 copies, they will need to pay 100 times the base price of the photo.

### **Exclusive**

This is not really a license, just an extension of the above licenses. Many stock agencies offer this

option, which means that if you upload your photo to a stock agency website and make it exclusive you cannot upload that photo on other websites whether it's a stock photography website or your own personal site.

### **Model Release**

This is a contract in which the person used for the photograph (the model) gives his/her written permission that his/her image can be used by the photographer in a specific way. Each person appearing in a given photo must sign this contract.

This is actually easier than you think and can be as simple as offering something in return, like a free copy of the photo in which they appear. You can find a model release example here

[http://www.istockphoto.com/tutorial\\_9.0\\_modelrelease.php](http://www.istockphoto.com/tutorial_9.0_modelrelease.php)

### **Title, Keywords and Descriptions**

An eye catching title is important, with this million of images in the stock websites.

The keywords describe your photo, look at it and list the words, than look at the most searched words on the sites, as example

<http://submit.shutterstock.com/top50.mhtml>

Think about you, if you want to find a special photo, how do you search and so place your keywords, check it up with the lists of the stock sites.

The description has one or two sentences not more, the buyer not read long descriptions.

In the next PDF, I will include a few tips for editing your photos and free programs for this work.

PS: I hope you find this interesting.

I mad this little PDF, perhaps with this many links (.com) your mail service see that as spam.

