

# SELL PHOTOS YOU ALREADY HAVE!

## START SELLING YOUR PHOTOS

Successful stock libraries contain HIGH QUALITY images of everyday life situations. IFPO members shoot such images everyday as a matter of course. However, unless a photographer has hundreds or thousands of images, he may be shunned by the large stock houses. This could happen for two reasons, he simply may not be recognized as a successful stock photographer or his stock of a few dozen images is too small for an agency to consider. The IFPO Stock Listing service removes these barriers totally and opens doors to the international sales market.

### IFPO's Stock Listing Service

The following elements clearly distinguish the differences in the IFPO Stock Listing Service and a stock agency:

1. The service provided to IFPO members is a STOCK PHOTO LISTING SERVICE and NOT an agency.
2. Each photographer manages his own sales.
3. No commissions will be charged ever.
4. Image buyers will browse the IFPO image bank on the internet, select the photos, get the price, index number and contact information to order directly from the photographer who owns the images.
5. Members may set their own pricing for each photo sold.
6. Complete copyright standards will be available at the site for image buyers and IFPO member photographers (the sellers).
7. Image searches by buyers may be made by subject.
8. The most important part of any Stock Photo Service is its indexing system that allows an

image buyer to identify a photo for purchase. Members are asked to identify their pictures by their 5 digit member number plus a 5 character code of their own choosing. Example: IFPO member 99999 might use Index Codes of 99999-KID01, 99999-KID02, etc.

### ADVANTAGES OF THE IFPO STOCK GALLERY SERVICE

[www.ifpo.net/stock.html](http://www.ifpo.net/stock.html)

- **List only the number of quality images** you wish to list -- not 10,000 to 50,000 as required by agencies.
- **You can add fresh images** at your convenience. No minimums are required -- such as the 1000 new images per year by many agencies.
- **There are no contracts, exclusive or otherwise** -- to tie up your images for years as with an agency.
- **The price you set is what you get** -- could never happen with an agency.

- **There are no commissions ever** -- unlike agencies who always take at least 50 percent of sales.
- **Income from sales is instant and all yours** -- very different from agencies where payment usually follow sales by 6 to 8 months.
- **Model and other applicable releases are required** for stock images listed with IFPO -- the same as with an agency.
- **Current and new clients can see your fresh images** instantly and contact you to buy -- which could never happen with a stock agency.
- **The more images you list** with the IFPO Picture Listing Service the more likely you are to make money -- which is the same as with an agency.
- **The more SUBJECTS you list with the IFPO Picture Listing Service**, the more likely you are to make money over the long haul -- which is also true with an agency.

<h2 style="color: red; margin: 0;">STOCK GALLERY</h2> <p style="margin: 0;">REGISTRATION FORM (IFPO MEMBERS ONLY)</p> <p>name _____ IFPO Member # _____</p> <p>business name (optional) _____</p> <p>address _____</p> <p>city, state, zip, country _____</p> <p>contact name: _____</p> <p>contact method: (phone, fax, or email) _____</p> <p style="font-size: small; margin: 0;">IMPORTANT: Allow 30 days for IFPO personnel to scan your images and post them for sale in the Stock Gallery. Be sure to add the Stock Gallery URL (<a href="http://www.ifpo.net/stock">www.ifpo.net/stock</a>) to your business cards, letterhead and all your promotional material.</p>	<h3 style="margin: 0;">TERMS AND CONDITIONS</h3> <p style="font-size: x-small; margin: 0;">Credit Card Orders: when you submit your stock gallery materials, your credit card will be billed for the set-up fee only. Then your credit card will be billed monthly on the first of the month beginning with the first FULL month your photos are ON-LINE. Your first partial month is FREE! Minimum 12-month commitment required. After 12 months, monthly charges will continue until member cancels with a 30-day notice. Visa, Mastercard, American Express, Optima accepted.</p> <p style="font-size: x-small; margin: 0;">Checks or Money Orders: when you submit your stock gallery materials, enclose a check or money order for the amount of the set-up fee PLUS \$59.70, the first six months of the monthly fee. You will then be billed at 6 month intervals.</p> <p style="margin: 0;">I agree to the above terms and conditions. I enclose my photos:</p> <p style="margin: 0;"><input type="checkbox"/> #ST31, 12 photos, set-up fee <b>\$29.00</b> and monthly fee: <b>\$9.95</b></p> <p style="margin: 0;"><input type="checkbox"/> #ST32, 24 photos, set-up fee <b>\$49.00</b> and monthly fee: <b>\$9.95</b></p> <p style="text-align: right; margin: 0;">_____ signature</p> <p style="text-align: right; margin: 0;">_____ expiration date</p>
<p style="margin: 0;">mail to: <b>IFPO PO Box 777, Lewisville NC 27023-0777</b></p> <p style="margin: 0;">view the stock gallery on the internet at <a href="http://www.ifpo.net/stock.html">http://www.ifpo.net/stock.html</a></p>	

FOR EACH PHOTO: (make as many copies as you need)

<b>PHOTO INFORMATION</b> <small>(complete 1 for each photo)</small>	<b>PHOTO INFORMATION</b> <small>(complete 1 for each photo)</small>	<b>PHOTO INFORMATION</b> <small>(complete 1 for each photo)</small>
Image # _____ - _____ <small>(your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)</small>	Image # _____ - _____ <small>(your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)</small>	Image # _____ - _____ <small>(your IFPO membership I.D.# followed by a 5-character code provided by you that identifies your picture)</small>
photo title _____	photo title _____	photo title _____
subject _____	subject _____	subject _____
price (or print "CALL") _____	price (or print "CALL") _____	price (or print "CALL") _____

[www.ifpo.net/pdf/stockgallery.pdf](http://www.ifpo.net/pdf/stockgallery.pdf)