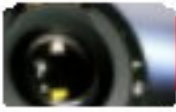


**by Michael Kryzer & David Goldsmith**

[CameraCareer.com](http://CameraCareer.com)



## Sell Your Digital Photos

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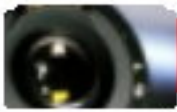
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## Introduction

Welcome, and congratulations on taking this step towards becoming a freelance photographer and selling your digital photos.



Freelance photography is all about taking good photographs and selling them.

It's an enjoying and satisfying career. One week you might be shooting some new images to build up your collection of stock photography. The next you might be working on assignment for a large corporation. Another time you might be shooting photos for a magazine article or a travel publication.



There is good money to be earned with photography and working as a freelancer offers you flexibility and a satisfying lifestyle.

Please be aware that success as a freelance photographer does not happen overnight.

If you only want to sell a few photos, you can achieve that very quickly.

However if you want to build a freelance photography business that will become your main source of income, then that will take time, determination and plenty of hard work... as with setting up and building any other small business or home-based business.



## Sell Your Digital Photos

Do you really want to be a freelance photographer? There is nothing to keep you from taking the first steps today.

This book is divided into a number of sections. You don't have to read the sections in the order we have arranged them, but if you are new to freelance photography it might make more sense in this order.

**We are going to start by defining freelance photography**, stock photography, and assignment photography. We also take a look at what freelance photographers really do all day.

**Next we'll look at how to sell your photos**, with an emphasis on stock photography, but covering many different methods.

When you've discovered where the markets are for your photos, you'll be enthusiastic to start taking more pictures. **Our next sections cover how to take better photos and edit them**, with special sections on photographing portraits, weddings, nature, buildings etc.

We also provide you with some tips for **buying a new digital camera or photography equipment**.

And remember, there is a **glossary of digital photography terms** near the back of the book if you ever need it while reading.

Ok, let's get started!

**Michael Kryzer & David Goldsmith**



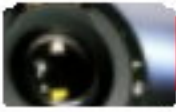
## What's New in this Version?

The first edition of our book was published in 2008. Since then there have been many developments in the freelance photography industry. This edition takes into account many of these changes. For those who owned an earlier edition of this book, here is a summary of key changes:

- **The photography industry has become even more “digital”** and the majority of photographers have made the move over from film to digital cameras. Kodak has even discontinued their iconic Kodachrome film.
- **Growth!** The microstock industry has grown tremendously in the past few years. For example, Shutterstock has grown from 3 million images back in 2008 to 14 million images, and from 89,000 photographers to 285,000. Dreamstime has gone from 2 million images to over 10 million. (We can see you have all been very busy shooting and uploading photos!)
- **There have been a number of mergers and acquisitions** among microstock sites. Getty agreed to purchase Jupiter (who owned StockXpert) in 2008. StockXpert was subsequently closed. Shutterstock bought BigStockPhoto in 2009 and both sites continue to operate as separate brands. In 2010 BigStockPhoto's name changed to Bigstock.



- **Changes to fee structures.** Many microstock sites have changed their fee structures, for example iStockPhoto's starting commission changing from 20% to 15%, and Dreamstime's starting rate from 50% to 30%. On the upside iStockPhoto's top exclusive commission rose from 40% to 45%.
- **Several new microstock sites have started up.** And a few that were ranked 'lower' a few years ago are now emerging to be leaders.
- **Magazine markets:** Over time, as requirements change and as webmasters redesign their web sites, the magazine listings in this book become dated. In this edition we updated all of the magazine markets. No doubt in time they will become dated again. Please remember you can check for up-to-date listings and links at any time by logging in to our Photography Markets database. Please see the end of this book for your login instructions.
- iSyndica, who offered a service where you could **submit to multiple microstock sites simultaneously**, closed in late 2010. We have some alternatives for you in this edition, including the free services of Lightburner and ProStockMaster.
- We've added more information on options for **setting up your own photography web site**.



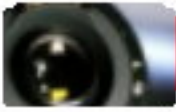
## Sell Your Digital Photos

- We reveal **how to check if your digital images have been used online without permission.**
  - We have added some links to online tools where you can apply some **cool special effects**, and easily turn your photos into magazine covers, sketches, Warhol's and even "Rubik's cubes".
-



## **Section 1**

# **An Introduction to Digital Freelance Photography**



### What is Freelance Photography?

Freelance photography is a term used to describe photography taken by photographers working in a freelance capacity.

The word 'freelance' describes people who undertake work on a self-employed basis. Freelance photographers are independent consultants rather than employees.

A freelance photographer's income comes from two main sources:

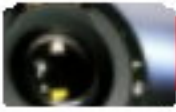
- Selling stock photography, and
- Assignment photography.

---

### Who Needs Freelance Photographers?

The main reason clients hire a freelance photographer is that they have a need for some quality photographs but they do not have the skills, the equipment or maybe the time to take the photos themselves.

Examples of clients for photography include popular magazines, couples getting married who want to put together an album to remember the big day, proud parents who want some shots of their new baby, companies that require images for their latest marketing materials and brochures, and web site owners who need to illustrate their web page content.



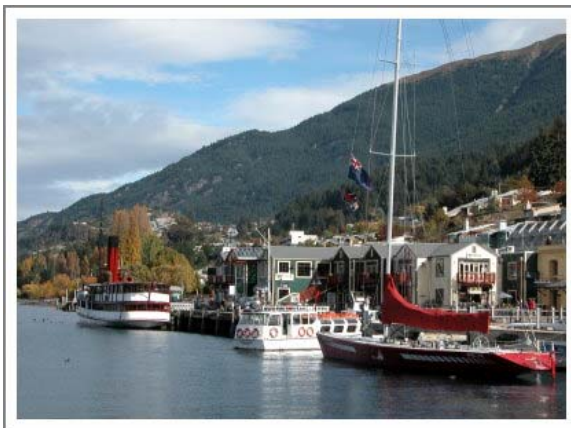
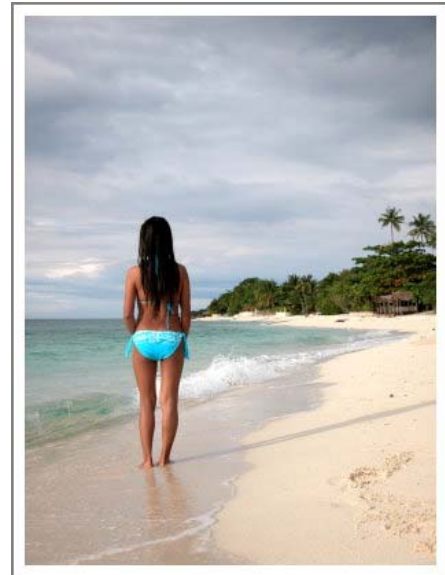
Many of these clients hire a photographer “on assignment” to take photographs of exactly what they want. Others will purchase photos that meet their requirements from an existing stock photography collection.

---

## What Types of Photos Do Freelance Photographers Take?

Freelance photographers take many different types of photos, including portrait photography, landscapes, nature photography, architectural photography, fashion photography and even photos of real estate, automobiles and boats.

Some of these types of photos earn higher fees than others and some are in higher demand through stock photography agencies.



Some categories that always have good demand include corporate and business, people, sports, holiday and seasonal, fashion, food and beverage.



Some categories of photographs that are often over-supplied include pets, flowers, landscapes, forests, and sunsets.

---

### **Can Anyone Become a Freelance Photographer?**

Yes, anyone can become a freelance photographer (okay perhaps with the exception of people who are sight-impaired).

You will need a good digital camera, the skills to take good photographs, and a determination to work hard in order to build a business.

If you don't already have good photography skills then you can still acquire the knowledge and skills required to be a good photographer. You will probably need to read photography books like this one, study further at web sites that cover photography techniques, and possibly take a photography class in your area. Many community colleges offer digital photography courses at very reasonable rates.

Remember that nothing is better for improving your photography than actually getting out there, taking photos, experimenting with different techniques, and gaining experience behind the lens.

---

### **Can You Work as a Freelance Photographer Part-Time?**

Yes. You can work as a freelance photographer either part-time or full-time. Since you are a freelancer it is ultimately up to you how many hours per week you put into your photography business.



## Sell Your Digital Photos

Many freelance photographers choose to keep working in a regular job while they build their freelance photography business.

By doing this they can build up their portfolio and start to earn some income from their photos, before making a decision to quit their job and work full-time as a freelance photographer.

Working part-time doesn't put you at a disadvantage. In fact, freelance photographers typically work odd hours anyway. So it is not unusual for a photographer to have an irregular shooting schedule, or a photo session at odd hours of the day or night. Most freelancers enjoy the flexibility that this allows.

---



### **A Boom in the Digital Photography Industry**

The digital photography industry has been enjoying an explosion in growth, and technology has led this boom. It is technology that has led to the development and production of millions of advanced digital cameras. It is also technology that has to the rapid growth in the Internet which photographers are using to upload, share and email their photos.

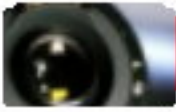
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### **Companies Are Snapping Up Photography Sites**

It is no wonder then that photography-related sites are being snapped up. Yahoo acquired British Columbia-based Flickr as early as 2005 for the bargain price of \$30 million. MySpace acquired Photobucket for \$250 million in May 2007. In 2008 Getty agreed to purchase Jupiter (who owned StockXpert) for \$96 million. And in 2009 we saw Shutterstock buy BigStockPhoto.

These acquisitions are evidence of the tremendous amount of interest and activity in the digital photography business.

---



## **A Positive Outlook for Freelance Photography**

This explosion of growth in the digital photography industry has had a very positive impact on freelance photography.

The portfolios of good photographers are getting more exposure than ever before.

Millions of new web sites are being built every year. So there are hundreds of thousands of webmasters and authors searching for good photos to illustrate their web sites, blogs, ebooks, ezines, and other online publications.

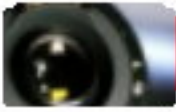
Stock photography sites are responding and in fact some of them are expanding so fast that they need to keep upgrading their servers and back end operations in order to cope with the increase in demand from users.

---

## **Home-Based Photographers Are Cashing In**

Turn on the news or pick up a magazine and you'll discover stories of moms running home-based businesses selling photos online.

They are not only having fun and doing something they love. They are receiving regular payments from stock photography sites and checks for hundreds of dollars from selling photos to magazines and other publications.



### **What is Stock Photography?**

Stock photography refers to a collection of existing photographs that can be licensed for use. Publishers, magazines, advertising agencies, filmmakers, web designers, and graphic artists all use stock photography. Instead of hiring a photographer to shoot the photographs they need they can purchase existing stock photography, and avoid many of the costs associated with assignment photography: model fees, photographer's fees, location, props, art direction and editing costs.

When you take photographs those photos become a part of your "stock". As the copyright holder you can license the images over and over again. You can sell your photos online through stock agencies and microstock sites, or by approaching publishers and other clients directly. You can even sell your stock photos from your own web site.

---

### **What is Microstock Photography?**

Microstock photography is an offshoot of stock photography. Where microstock differs is that a microstock photography agency usually sources images almost exclusively through the Internet.

They tend to work with a larger number of photographers than a traditional stock photography agency and typically sell millions of images at comparatively low fees, often a dollar or less.

---



### The Ultimate Key to Stock Photography

The real secret to shooting good stock photography lies in knowing how to take photos that will sell over and over again.

As a stock photographer **you must take time to research** which photos are more marketable and in high demand. And you should give consideration to any categories for which there seems to be an under-supply.

Most microstock photography web sites provide a way to browse their most popular photos. You should spend time studying these photographs as it will help you to determine what makes a bestselling image.

---



## How Much Can You Make Selling Photos?

As a freelance photographer your income will come from two main sources: selling stock photography and assignment photography.

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### Stock Photography



How much you make from stock photography will depend upon how many photos you submit and to how many stock photography sites.

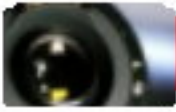
It will also depend upon how well you do your research into the types of photographs that are selling and your ability to take high-quality photographs that match those buying patterns.

As a rough indication stock photos typically sell at microstock photography sites for between \$0.25 to \$2.00 and some of the better portfolios experience 30,000 to 40,000 downloads per year.

You could earn much more per “photo sale” if you sold an image through a traditional stock agency, but you would typically have a much lower volume of sales.

If you sell your stock photographs directly to popular magazines you would typically earn up to \$700 for a photo used on a cover, or around \$75 to \$300 for a full page shot inside the magazine. Smaller pictures pay less. These rates are just approximate as the fees paid are often influenced by the size and circulation of the magazine.

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## Assignment Photography

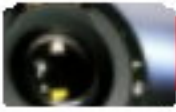
How much you can make from commissioned work depends upon the quality of your portfolio, how much time you want to work, the fees you charge, and your ability to market your services to win assignments.

Let's look at a couple of examples of how much you could be paid.

As a wedding photographer you might charge \$700 to \$1,500 for your services for the day, not including any additional money you could charge for arranging additional prints.

If you work on assignment for a magazine such as Adirondack Life or ColoradoBiz you could be paid in the range of \$250 to \$400 per day. Again these are just a couple of examples. Please see the magazine section in this book for more magazine markets and rates.

---



### **A Day in the Life of a Freelance Photographer**

What does a freelance photographer really do? They take photos, right?

Well, the truth is that freelance photographers do a lot more than taking photos. They spend a good deal of time on other activities.

If want to work as a freelance photographer, you will need to allocate time for:

#### **1. Researching the Market**

This is the first and most critical stage in the process of selling your freelance photography. Whether selling stock photography or assignment photography you will need to research what is selling, so you know what types of images to shoot.

#### **2. Preparing for Photo Shoots**

You will need to research the destinations and shooting locations, plan out your preferred shots in advance, check your photography equipment, and anticipate lighting and weather conditions.

#### **3. Shooting Photographs**

If you have prepared carefully then shooting the photographs should go very smoothly. For more on taking good photos, see Section 3.



## **4. Editing Photographs**

Photographs taken with a digital camera usually need some minor adjustments and editing. For more on editing photos, see Section 4.

## **5. Organizing Your Photos**

As your collection of photographs grows into the thousands and tens of thousands, you need to spend some time keeping them organized.

## **6. Uploading Your Best Shots**

Uploading your photos to web sites takes time. At stock photography sites you will also need to upload model releases or property releases, if applicable. See section 2.

## **7. Providing Titles, Descriptions and Keywords**

At stock photography web sites, the titles, descriptions and keywords which you provide will help prospective clients to find your photos when they search for something.

OK, now you have an idea what you will be spending your time doing as a freelance photographer. That was a quick overview. The sections and chapters in this book cover these tasks in more detail.

---



### How Digital Cameras Changed Photography

Taking photos is nothing new, but maybe you already knew that. The first permanent image was taken way back in 1826.

Digital cameras, however, only became commercially available in the 1990's. The biggest advantage with digital cameras is that you can check the images you have taken before leaving the scene. Using the camera's LCD screen or viewfinder you can check your photo's exposure, lighting and composition, and then shoot the image again if necessary.

Another big advantage of digital photography over film is the ability to manipulate the image after it is taken. Blemishes or spots can be touched up. Brightness, contrast and colors can be adjusted rather easily.

It should come as no surprise then that digital cameras have been revolutionary not only for the entire field of photography but especially for freelance photographers.

Combined with the power of the Internet, freelance photographers can easily work from anywhere, uploading photos and working more efficiently than ever before.

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## Digital Camera Benefits

The real benefits of digital cameras are that you can:

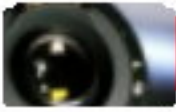
- See a shot immediately after it is taken, and shoot it again if necessary.
- Take as many photographs as you want at no extra cost because there is no film involved - the images are stored electronically.
- Reduce the time from taking a photo to seeing it in print or published online.
- Forget about those old dark room techniques that were time-consuming and involved potentially toxic chemicals that could be harmful to a photographer's health.

---

## Professionals Make the Switch to Digital

In the early days of digital cameras the image resolution was too low to produce professional images. The images were good enough for amateurs taking a few memorable pictures but they were not up to the standard required for commercial use.

Over the past ten years the resolution of digital cameras has greatly improved and now there are many digital cameras that are able to produce large, high quality images.



As a result many professional photographers have made the transition from SLR film cameras to advanced digital equipment.

---

### Is Taking Photos with a Digital Camera Different?

Actually there is very little difference in the techniques that a photographer uses to capture an image on film or with a digital sensor.

You still need to use metering and control the aperture and shutter settings. You still need to compose your shot in the same way and give consideration to depth of field.

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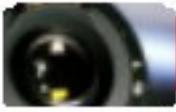
### Disadvantages of Digital Photography

Two disadvantages of digital photography that you should be aware of are:

- **Digital Noise:** unwanted patterns in an image usually caused by slow shutter speeds and high ISO settings. This is similar to the increase in grain experienced when shooting with higher-speed films.
- **Banding:** there is sometimes a problem with banding on smooth areas of an image such as a blue sky.

However these disadvantages are issues that can be dealt with effectively. The benefits of digital photography still far outweigh those two issues.

---



### How Do You Get Started?

Let's look at what you need to get started as a freelance photographer.

**You do not need to go out and purchase expensive printers or other photography equipment.**

Years ago that may have been the case but all you really need now is a good digital camera, some accessories, a computer and an internet connection.

Some people say if you want to become a freelance photographer you have to go out and get a degree in photography, or work as a photographer's assistant in a studio. That is simply not true!

While both of those would be useful they are not required steps on the road to becoming a good photographer.

**In fact many of the most successful photographers have been self-taught.** They started with a passion for photography and went on to develop their own style and experience taking good photographs in their favorite niches.

**Here is what you need.** You are going to need a good digital camera, the skills to take good photographs, and a determination to work hard in order to build your photography business.

Most likely it will take some time to build up your freelance photography business to the point when you can rely on it financially.



But if you can achieve that level of success, it will be very satisfying indeed.

Many people start their freelance photography career on a part-time basis while they are still working in some other job that pays the bills. They use this period to develop their photography skills, spending all their spare time learning how to be a better photographer. Eventually they find that their photography is good enough and their business has grown to the point that they can make the transition to work full-time as a photographer.

---

### **Take Training Courses If You Need It**

If you are not already taking great photographs don't despair. However you should probably consider taking some training. It will be well worth the investment.

You could sign up for a photography course in your local area or study up on photography techniques by reading books. We have recommended a number of good photography books in our Further Reading chapter at the end of this book. But you don't have to buy them – you can probably find most of them at your local library!

---



# Who Owns the Copyright on My Stock Photography?

Disclaimer: The following information is for reference only. It is not intended to be professional legal advice. We advise you to seek professional advice as may be necessary.

"Copyright" is an intellectual property right and is a form of protection provided to the authors of "original works of authorship, including literary, dramatic, musical, artistic, and certain other intellectual works."

The good news for photographers is that you don't have to do anything special to copyright your photos. That's because copyright **automatically applies** at the instant your artwork is created.

As the person who takes a photograph you own the copyright to your picture from the moment you shoot it.

Forms, copyright symbols and digital watermarks are all helpful ways of identifying you as the copyright owner and verifying your right as the true copyright holder.

You can get more information on copyright here:

[www.copyright.gov/forms/](http://www.copyright.gov/forms/)

---



## More Information on Copyright

If you want to understand more about copyright law and exactly how it affects photographers you can read more here:

[www.photolaw.net/faq.html](http://www.photolaw.net/faq.html)

[www.copyright.gov](http://www.copyright.gov)

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### Checking for Illegal Use of Your Images

When you make your photos available anywhere online, there is always a chance that people may copy your photos and use them without permission.

The problem with finding your image is that many people will rename your file when they use it, making it extremely difficult to locate your images using regular search engines that rely on file names or keywords.

With [TinEye](#), however, you upload a small image or provide a link to one of your images, and TinEye will search 2 billion images online in about 2 seconds and return any results for similar images they found online. This is a powerful tool to check where a particular image is being used online. [www.TinEye.com](http://www.TinEye.com)

---



## Image Licenses Explained

It is important that you understand the different types of image license before you start to sell your photos.

The main two types of license that freelance photographers sell are *Royalty Free* and *Rights Managed* licenses. Royalty free licenses may be extended with an *Extended* license.

Let's look at each type of license.

---

### Royalty Free Licenses

Most importantly, of course, Royalty Free does not mean free.

A **Royalty Free** license usually provides for the **unlimited use of a photo in any media defined in the licensing terms**.

It typically permits use of the image for electronic and printed materials, such as to illustrate a book, magazine, newspaper, web site, or CD cover.

Royalty free use of images for electronic and printed materials is typically limited to 500,000 copies.

**A Royalty Free license does not allow** use of the image in products for resale or redistribution such as web templates, e-greeting cards, PowerPoint templates, posters, calendars, mugs, t-shirts, etc. These clients will need to purchase an Extended License (see below).



The exact terms and specifications of how a photo may be used under a Royalty Free license may vary from agency to agency (or from stock photography site to stock photography site).

---

### **Extended Licenses**

An Extended License is the license clients must purchase if they wish to re-sell the image in some way.

Extended Licenses permit special requirements such as designing and reproducing art prints, posters, web templates, calendars, t-shirts, mugs, etc.

---

### **Rights Managed Licenses**

A **Rights Managed** license permits images to be used following the negotiation of **a specific price for a specific use**.

Some clients will choose to secure exclusive rights so as to prevent or restrict similar use of the image by others.

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### What Is Editorial Use Only?

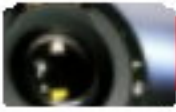
**Editorial Use Only** permits the use of a stock photo in an editorial manner only, i.e. in the public interest or related to news stories.

There are also additional restrictions on the image in that it

- must not be used for personal or commercial gain
- credit should be given to the photographer adjacent to the image.

Model releases are not required for editorial use of an image.

---



## Can You Photograph Anything?

The short answer to this question is “No”. You cannot photograph just anything and try to sell it.

Some subjects are obviously “off-limits”, such as taking photos of your neighbor through their bedroom window!

But there are also other less obvious situations too. There are some restrictions on the types of photographs you can take and sell.

For some photographs you will need to obtain special permission before photographing and selling the images.

---

## What Can't You Photograph?

You may need special permission before you take photographs of:

- people
  - buildings
  - works of art
  - copyrighted items
  - trademarks or logos
  - any public or private property.
-



## Model & Property Releases

Whenever you take and plan to sell a photograph containing a recognizable human face you will need a model release giving you permission (See below).

Whenever you intend to take or sell photos of private or public property you will need a property release.

---

### Property Releases

A property release is the consent in writing of the owner of a certain property, such as a pet or a building, to take and use images of the property.

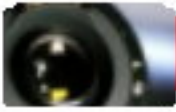
You don't normally need one for public property such as government buildings, but that may depend upon the specific laws in the country where you are working.

For images of private property you should always obtain a property release.

Yuri Ancurs offers a sample property release form at:  
<http://www.arcurs.com/what-is-a-model-release>

Corbis also provides property releases in multiple languages for their contributors at:  
[contributor.corbis.com/knowledgebase/Resources](http://contributor.corbis.com/knowledgebase/Resources)

For additional information, we recommend the American Society of Media Photographers' Property Release Tutorial:  
[www.asmp.org/commerce/legal/releases/](http://www.asmp.org/commerce/legal/releases/)



## Model Releases

A model release is essentially a written agreement between a model and a photographer in which the model grants the photographer permission to use the photograph commercially.

Model releases typically permit the use of the image for all purposes, except for controversial, sensitive or defamatory uses.

**All photographs containing an identifiable human face require a model release.**

You should obtain a signed model release whenever your photos contain any identifiable faces of people unless you are sure that you will never use the photo for anything other than editorial use.

---

## Where Can You Get A Model Release Form?

Most of the stock photography web sites provide their own model release forms for you to use. Here are some examples:

[www.istockphoto.com/docs/mr\\_sample.jpg](http://www.istockphoto.com/docs/mr_sample.jpg)

[www.dreamstime.com/model\\_release.pdf](http://www.dreamstime.com/model_release.pdf)

Fotolia provides versions of model releases in English, French, Spanish, German, Italian and Portuguese:

[blog.fotolia.com/us/faq/photographer/model\\_release.html](http://blog.fotolia.com/us/faq/photographer/model_release.html)

Corbis also provides model releases in many additional languages for their contributors at:

[contributor.corbis.com/knowledgebase#Resources](http://contributor.corbis.com/knowledgebase#Resources)



Yuri Ancurs also provides some universal model release forms at:

[www.arcurs.com/what-is-a-model-release](http://www.arcurs.com/what-is-a-model-release)

---

### **Model Releases for Minors**

If the photograph is of a minor (a child under the age of 18) you must obtain a model release signed by the child's parent or legal guardian.

Examples:

[www.dreamstime.com/model\\_release\\_minor.pdf](http://www.dreamstime.com/model_release_minor.pdf)

[blog.fotolia.com/us/faq/photographer/model\\_release.html](http://blog.fotolia.com/us/faq/photographer/model_release.html)

[www.arcurs.com/what-is-a-model-release](http://www.arcurs.com/what-is-a-model-release)

---

### **What if the Person in the Picture is Dead?**

If the model or person in the photograph is deceased a model release is still required.

You should obtain a model release signed by the heirs.

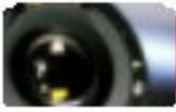
---

### **Additional Information**

It is beyond the scope of this book to fully explain the laws of photographing people and property for every country.

For additional information on model releases we recommend you read the American Society of Media Photographers' Model and Property Release Tutorial:

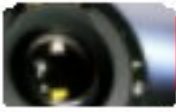
[www.asmp.org/commerce/legal/releases/](http://www.asmp.org/commerce/legal/releases/)



## Sell Your Digital Photos

But be sure to check the laws in your own country. Your local photography organizations should be able to help. We've listed a number of organizations at the back of this book.

---



## **Section 2**

### **Selling Your Photography**



## How to Sell Your Digital Photography

There are many ways that you can sell your digital photos. In this major section of this book we will look in turn at each of the following:

- **Stock Photography Sites**
- **Sell Photos At Your Own Web Site**
- **Promote Photos At Photo Sharing Sites**
- **Sell Photos To Magazines**
- **Sell Photos To Newspapers**
- **Assignment Photography**
- **Create Your Own Range Of Photography Products**
- **Display & Sell Prints**

The majority of information in this section is on stock photography sites and magazine markets which are two of the best ways to sell your photography.

---



## *Stock Photography Sites*

Let's kick off our stock photography chapter by looking at how much you can earn from each photo that sells.

Each site has its own pricing model but when you look at the pricing models, based on different image size, it doesn't really reveal what your average fee is likely to be. So let's take a look at a few figures.

The following list shows some average fees earned by a couple of photographers circa 2008 at several of the major microstock photography sites:

### Fee per Download

Shutterstock	\$0.25
iStockPhoto	\$0.74
Dreamstime	\$1.08
Fotolia	\$0.85
BigStockPhoto	\$0.79
123RF	\$0.51

Please note this is for indication only and **does not** represent an average across many photographers. But it should give you a bit of an idea of how much you might earn per download at these major sites.

Don't forget that a site like ShutterStock may have a lower fee per download but their subscription model could result in photographs being downloaded more frequently, possibly making it one of the best sites in terms of overall revenue generated.



## What is the Earning Potential?

How much are freelance photographers earning from microstock photography sites? A survey undertaken by MicrostockGroup.com in early 2011 revealed some interesting figures.

Of the initial 606 artists who took part in the survey, 150 considered microstock to be their primary source of income. Of these 150 photographers:

- The average income from microstock (annually) was \$35,487.
- The average time spent per week was 27.5 hours.
- 27% of these photographers were exclusive, i.e. selling photos exclusively through one agency resulting in higher fees per photo download).

For more on the survey, visit [MicrostockGroup](#).

---

## Do Your Research

If you want to sell stock photography then you must regularly take time to research which photos are more marketable and in demand.

Study the portfolios of the top photographers at each of the major stock photography sites. And study the images in magazines, newspapers, and websites to find out what is being bought and published.

See also our links to bestselling microstock photos on page 61.



Now go out and take some high-quality photographs that match those buying patterns. While you don't want to copy any other photographer's work, you can be inspired by them.

Stock photos that sell well often show how things would be in an ideal world. Shots of happy, attractive people sell better. Images full of color that portray some beautiful aspect of world will outperform others.

For each stock photography site, ask these questions:

- What types of pictures are selling over and over again?
  - Which keywords were used?
  - Which categories seem to have an under-supply?
- 

### **Popular Stock Categories**

There is always a good demand for stock photography in the following categories:

- Business related, e.g. businessmen, businesswomen, businesspeople, sales performance charts.
  - People enjoying life: a family at the beach or on vacation.
  - Gadgets: computers, keyboards, Mp3 players, cameras.
  - Children.
  - Unique locations and destinations.
-



## Keep Submitting

How much you make from microstock photography depends a good deal upon how many photos you submit and to how many stock photography sites.

You need to keep submitting new photos to keep your photos and portfolio near the top of the fresh listings.

---

## Can I Submit The Same Photo to Multiple Microstock Sites?

Yes, unless you opt for exclusivity with one of the sites.

When you opt for exclusivity you will usually earn a higher fee each time the image is downloaded, but you will be restricted to only submit that photo to that site.

---

## Choosing Keywords

When selling your photos at stock photography sites, keywords are critical. There are millions of images, and unless you choose keywords wisely, the right clients will not be able to find your images.

You can add or edit the keywords manually at the stock photography site, or you can embed the keywords in your photograph using Photoshop.

---



## Selecting Keywords

Selecting the best keywords is all about relevance. Here are some tips for choosing relevant keywords.

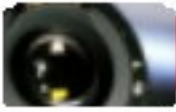
Consider:

- the principal subject
- other subjects or objects
- moods or emotions, e.g. happy, sad,
- colors
- plurals and singulars, e.g. bird, birds
- location, e.g. New York
- action verbs, e.g. running, singing, laughing
- broad subjects, e.g. lifestyle, travel.
- UK and USA spelling variations
- Words with same meaning: Mom, Mum, Mother

Don't forget to look at similar photographs uploaded by other photographers to get ideas for keywords.

Be sure you never copy another image's keywords outright. Some sites' terms and conditions expressly forbid this and your images or account might be removed.

---



## **Microstock Web Sites**

In the following pages we look at the various microstock sites where you can start submitting and selling your photos.

We've listed what we consider to be the best 10 to 11 sites first, then the rest in alphabetical order.

---



**Shutterstock** is one of the top microstock photography sites. It is consistently listed by freelance photographers among the top 2 - 3 sites in terms of the percentage of revenue earned from microstock photography sites.

**Shutterstock is different than most other stock photography site models** in that buyers subscribe on a monthly basis and they can then download up to 750 images per month.

The effect this has for photographers is that more images are downloaded overall compared with other sites where a client might only download one or two images for a particular project.

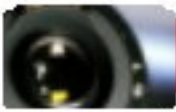
Shutterstock pays you **25 cents** every time one of your images is downloaded. And if you reach \$500 in earnings, your commission goes up to 30 cents per download. At \$3,000 it goes to 36 cents and at \$10,000 it goes to 38 cents.

In terms of size Shutterstock has more than 14 million photos available for download, from 285,000 photographers.

Shutterstock also has a category for editorial photographs.

**Click here to sign up for a free account at Shutterstock:**

[www.cameracareer.com/i/shutterstock.htm](http://www.cameracareer.com/i/shutterstock.htm)



**iStockPhoto** is another of the leading microstock photography sites and is consistently listed by freelance photographers among the top 2 - 3 sites in terms of the percentage of revenue earned.

And they are popular with buyers too. iStockphoto won About.com's 2011 Readers' Choice Award for the "Best Place to Buy Stock Images".

iStockPhoto has more than 8 million images.

Images that iStockPhoto needs: Corporate shots, Groups & Teams, Concept Stock, Sports, Rare Artifacts, Vector Illustrations, Holiday & Seasonal Themes, Fashion, Analogue and Grunge, Food and Beverages.

Clients purchase images with credits. Credits are in packages starting at 12 for \$18.50. They can then download the image they want for 1, 3, 7, 10 or 15 credits, which gets them xsmall, small, medium, large or xlarge files. Larger resolution images are available for 15 and 20 credits. Exclusive+ images are priced higher.

Contributor royalties begin at 15% and increase based on the total iStock credits used to license a contributor's files each calendar year ("Redeemed Credits"). They range from 15 to 20% for non-exclusive and 25% to 45% for exclusive.

They also provide an excellent Stock Photographer Training Manual. It contains some very good information and advice.



## Sell Your Digital Photos

In February 2011 iStockPhoto introduced a collection of editorial use only images.

**Click here to sign up for a free account at iStockPhoto:**

[www.cameracareer.com/i/istockphoto.htm](http://www.cameracareer.com/i/istockphoto.htm)



### Dreamstime

**Dreamstime** now has more than 10,000,000 images.

Dreamstime is rated highly by many freelance photographers in terms of the percentage of revenue earned from various stock photography sites.

For each transaction, **the photographer receives a 30% - 50% fee.**

Exclusive images receive a 60 percent fee, while exclusive photographers enjoy an additional bonus of \$0.20 for each approved submission.

**Click here to sign up for a free account at Dreamstime:**

[www.cameracareer.com/i/dreamstime.htm](http://www.cameracareer.com/i/dreamstime.htm)



## Sell Your Digital Photos



**Fotolia** is another great stock photography site. In terms of size, they now have over 11 million images.

Fotolia is a fairly international site with sister sites in French, German, Italian, etc.

Clients can buy credits (1 credit costs around \$1) to use for downloading images. Prices for standard licenses range from 1 credit for a small image of 0.12 Megapixels through to 10 credits for a file of 15 Megapixels, and \$7 for 30MP+.

Photographers are paid royalties based on their portfolio's exclusivity and ranking, from 25% to 63% for content sold via single-image download, and from \$0.30 for content sold via subscription download.

**Click here to sign up for a free account at Fotolia:**

[www.cameracareer.com/i/fotolia.htm](http://www.cameracareer.com/i/fotolia.htm)



### BigStock

In 2009 BigStockPhoto was acquired by Shutterstock, but continues to operate as a separate site. The name changed to Bigstock in 2010.

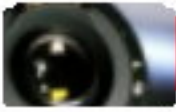
In terms of size, BigStock has over 6,600,000 images.

With BigStock you can make **50 cents to \$3** per download and up to \$60 per download each with Special Licensing downloads.

Note that the royalty free licensing agreement at BigStock may allow some usages that other sites do not allow under royalty free licensing, such as permitting the use of your photos within web design templates.

**Click here to sign up for an account at BigStock:**

[www.cameracareer.com/i/bigstockphoto.htm](http://www.cameracareer.com/i/bigstockphoto.htm)



### 123 Royalty Free

In terms of size 123 Royalty Free is currently selling more than 9.1 million images.

123 Royalty Free **pays photographers 50%** of the net proceeds from each photo downloaded with credits, and \$0.36 for each subscription download.

Payments are sent out via bank checks, PayPal and Moneybookers. The minimum payout by PayPal is \$50.

**Click here to sign up for a free account at 123RoyaltyFree:**

[www.cameracareer.com/i/123rf.htm](http://www.cameracareer.com/i/123rf.htm)



### Can Stock Photo

Based in Halifax, Nova Scotia, Canada.

This stock photography site has over 4,200,000 photos online and has a growing community of more than 15,000 photographers.

They pay a 50% commission on guest & member purchases, and a flat fee of \$0.25 for subscription sales.

You can request a PayPal cash-out after you have earned \$50, or a mailed check after you have reached \$100.

**Click here to sign up for a free account at Can Stock**

**Photo:** [www.cameracareer.com/i/canstockphoto.htm](http://www.cameracareer.com/i/canstockphoto.htm)



### Crestock

Crestock, founded in Norway, was purchased in July 2010 by Toronto-based Masterfile Corporation, a premium stock photography agency with over 30 years experience in commercial licensing.

Crestock has around 1 million images.

Crestock is interested in all outstanding photographs, but they make a point that they prefer photos with people in them. People of all shapes, sizes and colors, active, at work, at home, playing, relaxing, etc.

Photos you should probably avoid submitting unless they are exceptional: "...we are inundated by photos of sunsets, seascapes, flowers, birds, insects, cats and dogs."

You can earn **20% to 30% commission** on every photo sold.

**Click here to sign up for a free account at Crestock:**

[www.cameracareer.com/i/crestock.htm](http://www.cameracareer.com/i/crestock.htm)



### PantherMedia

Founded in Germany in 2004.

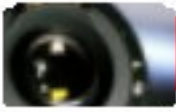
As a contributor you earn **between 30% and 60%** on each sale of your images.

According to their web site as of October 2009 they had 1 million images and 23,000 contributing photographers.

Panther Media is now considered by many photographers to be in their top ten sites in terms of microstock earnings.

Sign up for your free photographer account at:

[www.cameracareer.com/i/panthermedia.htm](http://www.cameracareer.com/i/panthermedia.htm)



### Veer

Veer now has over 2,300,000 images.

They pay royalties of between \$0.35 and \$7.00 per download depending upon subscription and size.

Sign up for your free photographer account at:

[www.cameracareer.com/i/veer.htm](http://www.cameracareer.com/i/veer.htm)



## 2<sup>nd</sup> Tier Sites

The following microstock sites make up our “middle tier” of sites. They are listed alphabetically.

### **Cutcaster**

[www.cameracareer.com/i/cutcaster.htm](http://www.cameracareer.com/i/cutcaster.htm)

### **DepositPhotos**

[www.cameracareer.com/i/depositphotos.htm](http://www.cameracareer.com/i/depositphotos.htm)

### **FeaturePics**

[www.cameracareer.com/i/featurepics.htm](http://www.cameracareer.com/i/featurepics.htm)

### **GraphicLeftovers**

[www.cameracareer.com/i/graphicleftovers.htm](http://www.cameracareer.com/i/graphicleftovers.htm)

### **Pixmac**

[www.cameracareer.com/i/pixmac.htm](http://www.cameracareer.com/i/pixmac.htm)

### **StockFresh**

[www.cameracareer.com/i/stockfresh.htm](http://www.cameracareer.com/i/stockfresh.htm)

### **YayMicro**

[www.cameracareer.com/i/yaymicro.htm](http://www.cameracareer.com/i/yaymicro.htm)

### **Zoonar**

[www.cameracareer.com/i/zoonar.htm](http://www.cameracareer.com/i/zoonar.htm)



## More Stock Photography Sites

The following microstock sites are generally ranked lower than those above and are listed alphabetically.

### **Acclaim Images**

[www.acclaimimages.com](http://www.acclaimimages.com)

### **Albumo**

[www.albumo.com](http://www.albumo.com)

### **ArcticStock**

[www.arcticstock.com](http://www.arcticstock.com)

### **GimmeStock**

[www.gimmestock.com](http://www.gimmestock.com)

### **ImageVortex**

[www.imagevortex.com](http://www.imagevortex.com)

### **MicrostockPhoto**

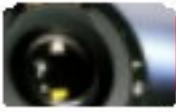
[www.microstockphoto.com](http://www.microstockphoto.com)

### **Moodboard**

[www.moodboard.com](http://www.moodboard.com)

### **MostPhotos**

[www.mostphotos.com](http://www.mostphotos.com)



**MyStock** – has been acquired by Pixid Images.

[www.mystock.com](http://www.mystock.com)

## **Photocase**

[www.photocase.com](http://www.photocase.com)

## **PhotoLibrary**

[www.photolibrary.com](http://www.photolibrary.com)

PhotoLibrary group also runs the following stock photography sites:

- Garden Picture Library - Collection of botanical and horticultural images. [www.gardenpicture.com](http://www.gardenpicture.com)
- Index Stock Imagery  
[www.indexstock.com](http://www.indexstock.com)

## **PhotoSales NZ (New Zealand)**

[www.photosales.co.nz/photographer\\_signup.php](http://www.photosales.co.nz/photographer_signup.php)

## **Pixamba**

[www.pixamba.com](http://www.pixamba.com)

## **Regimages**

[www.regimages.com](http://www.regimages.com)

## **ScandinavianStockPhoto**

[www.scanstockphoto.com](http://www.scanstockphoto.com)



## Sell Your Digital Photos

### **Shutterfarm**

[www.shutterfarm.com](http://www.shutterfarm.com)

### **Snapixel**

[www.snapixel.com](http://www.snapixel.com)

### **StockPhotoMedia**

[www.stockphotomedia.com](http://www.stockphotomedia.com)

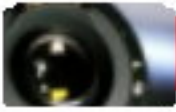
### **The3DStudio**

[www.the3dstudio.com](http://www.the3dstudio.com)

### **VectorStock**

[www.vectorstock.com](http://www.vectorstock.com)

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## Bestselling Microstock Images

You can visit the following links to see some of the current best-selling photos:

**iStockPhoto's** most popular photos:

[www.istockphoto.com/most\\_popular.php](http://www.istockphoto.com/most_popular.php)

**Shutterstock's** Top 50 Images

[submit.shutterstock.com/top50.mhtml](http://submit.shutterstock.com/top50.mhtml)

**Fotolia's** Bestselling Images past Month

[www.fotolia.com/TopSales/FromThisMonth](http://www.fotolia.com/TopSales/FromThisMonth)

**Dreamstime's** Bestselling Images

[www.dreamstime.com/latest.php?sortcriteria=6](http://www.dreamstime.com/latest.php?sortcriteria=6)

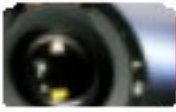
**BigStockPhotos'** Bestselling images

[www.bigstockphoto.com/search/?order=popular](http://www.bigstockphoto.com/search/?order=popular)

**Crestock's** Most Popular Images This Month

[www.crestock.com/search-images.aspx?format=all&period=month](http://www.crestock.com/search-images.aspx?format=all&period=month)

To do some research on supply and demand by various keywords check out [www.picniche.com](http://www.picniche.com)



## Stock Photography Agencies

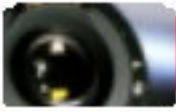
The following major stock photography agencies tend to promote a smaller number of photographers. This is reflected in that:

- Their procedures for accepting new photographers tend to be more stringent and they more selective about who they work with (than microstock sites).
- They often require higher resolution for digital photography. For example in their [Practices & Policies](#), Corbis states,

*“The recommended image capture file size is 50 MB, 8 bit RGB Tif in Adobe RGB (1998)-Color Space (16.7 MB 8 bit gray scale Color Space “Dot gain 20%”.) Maximum file size is 120 MB. Images should be fully processed. If the original capture is not 50 MB then the file will need to be non-destructively interpolated to 50 MB (see Technical Guidelines document; 2.6 Interpolation).*

*“Editorial content may still be submitted from 11 megapixels cameras and interpolated to 50 MB, however this will limit your license potential as nearly half of Editorial image usage is to Commercial clients who expect and require uninterpolated, clean 50 MB file size.”*

- Some agencies require images they promote to be exclusive.



### **Alamy**

Alamy has over 22 million images and they have more than 20,000 photographers and 500 agencies on their books. They pay photographers 60% commission on each sale of one of their photos, and they paid out over \$13 Million to their contributors in 2009. Alamy also donates the vast proportion of its operating profits to [medical research](#). Based in UK with international offices.

[www.Alamy.com](http://www.Alamy.com)

### **Corbis**

Headquartered in Seattle, USA, they have offices in North America, Europe, Asia and Australia that serve more than 50 countries.

[www.corbis.com](http://www.corbis.com)

### **Getty Images**

Headquartered in Seattle, USA and serving customers in more than 100 countries. Every day people all around the world see images from Getty on the front pages of newspapers and magazines.

[www.gettyimages.com](http://www.gettyimages.com)

### **ImageSource**

Headquartered in London, UK.

[www.imagesource.com](http://www.imagesource.com)

### **Jupiter Images**

Jupiter Images is a wholly-owned subsidiary of Getty Images.

[www.jupiterimages.com](http://www.jupiterimages.com)



### **Masterfile**

Images are acquired under an exclusive contract from professional photographers who are paid a royalty every time an image is licensed.

[www.masterfile.com](http://www.masterfile.com)

### **Mira**

The stock photography agency of the Creative Eye Cooperative.

[www.mira.com](http://www.mira.com)

### **ThinkStockPhotos**

ThinkStockPhotos is a relatively new site from Getty where buyers can tap into images from Getty Images, iStockphoto and Jupiter Images.

[www.ThinkStockPhotos.com](http://www.ThinkStockPhotos.com)

Here is an extensive list of other agencies:

[www.aphotoeditor.com/2008/02/27/stock-photo-agencies/](http://www.aphotoeditor.com/2008/02/27/stock-photo-agencies/)



### **Microstock Submission Services & Stats**

Once you are submitting and selling your images at multiple microstock sites, you will realize it takes a lot of time to prepare, upload and track your images at each site.

Wouldn't it be great if there was a way you could submit each photo once and have it automatically uploaded to multiple microstock sites? Or one place to check your image stats at multiple agencies?

The services in this chapter will help you.

---

### **LightBurner**

LightBurner is a new free submission service enabling you to submit to multiple microstock sites. It is operated by software development and media services company Pixamba, who are also the people behind ProStockMaster.

They currently support submission to: iStockphoto, Shutterstock, 123RF, Dreamstime, Fotolia, BigStock, CanStockPhoto, Crestock, DepositPhotos, Cutcaster, Yaymicro, Alamy, PantherMedia.

[www.LightBurner.com](http://www.LightBurner.com)

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## LookStat

LookStat provides a comprehensive, full service microstock solution for busy stock photographers. There is no obligation to use all the services they provide; you can select the components that work for you.

- You can upload your images & model releases to LookStat servers.
- They will keyword your images and review them for quality
- They can arrange retouching for you if needed.
- You can review and edit the keywords
- They will upload your images to up to 10 sites.
- They provide sales data analytics for two sites and “will be expanding coverage later this year.”

See [www.lookstat.com](http://www.lookstat.com)

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## PicNiche

PicNiche’s Microstock Contributors toolbar enables you to:

- Get notified when you make a sale at each agency
- Get notified when images are approved
- Announce approved images direct to buyers
- See your current earnings for each agency
- Quick associative keywording tool
- FTP-Upload drop-box for six agencies
- Use built-in global Upcoming Events calendar

See [www.picniche.com](http://www.picniche.com) Click on “Toolbars”.

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## **ProStockMaster**

ProStockMaster is free software that helps you sell more photos and work faster, automating the tasks of tagging, managing and uploading microstock photos and traditional royalty free and rights managed images to stock agencies.

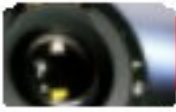
[www.ProStockMaster.com](http://www.ProStockMaster.com)

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## **iSyndica**

iSyndica was a fairly popular multiple submission service but it closed in 2010.

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### **Sell Photos at Your Own Web Site**

You've already seen how you can sell your photos through the large stock photography web sites. You will be pleased to learn you can also sell your photos directly from your own web site.

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#### **How Can You Compete With the Big Sites?**

The big sites may have thousands of customers paying \$1 each for images. But many customers start out searching for an image at a search engine such as Google. So if your site offers stock photography and is indexed at the search engines on appropriate topics, then you will get prospective visitors coming to your own site.

And we bet that if your photographs are very good then your customers will not worry too much whether you are charging \$1 or \$10. They will want your image.

So build your own web site now and start uploading your best photography. After you start to make some sales, remember to experiment with your pricing.

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#### **Setting up Your Own Web Site**

These days it doesn't cost much to start up our own web site. You will need to purchase what is called a "web hosting package" because your web site has to "reside" somewhere on the Internet.

Actually you could host it on your own computer but that wouldn't be much good because your web site would be unreachable whenever



your computer was turned off or not connected to the internet. That's why people host their sites at dedicated servers built for this purpose.

**Good web hosting only costs a few dollars per month.** Here are two web hosting companies that we can recommend:

- [BlueHost](#)
- [Hostgator](#)

You will also need a domain name. A domain name is a name such as "CameraCareer.com" which helps people to find your site. A domain name normally costs \$7 to \$10 per year to register.

You can check for domain names any time at:

[www.register.com](http://www.register.com)

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### Other Photography Web Site Services

If you don't want to do the work of setting up and maintain your own web site with your photos and the right software, you could consider some of the following services that specialize in making it easy for photographers to have a web site.

**[PhotoBiz](#)** – They charge a setup fee and then a monthly fee depending upon the number of photos. You can sell photos, packages, products & more. You may upgrade or downgrade your monthly plan at any time according to your needs. PhotoBiz have a very good reputation for customer service.

**[BluDomain](#)** - They offer great web templates for photographers. Pricing is (at the time of writing) an annual fee of



## Sell Your Digital Photos

\$50, \$100, or \$400. The \$50 plan has no shopping cart. Includes around 3 GB of web space. In some photography forums that we follow there are mixed reviews of their customer service.

**BigFolio** – There is a one-time setup fee (\$399-599) and then a monthly service fee (\$20).

You may also find the service of **Jalbum** useful. It is one of the easiest ways to create your very own photo album (free) that you can share with friends and family. You can also publish your Jalbum albums to any site you have access to. If you want more capacity you can upgrade to Premium (1 GB, \$2.50 per month) or Power (10GB, \$10 per month) account.

Also if you mainly want photosharing and to get publicity for your photos you might like Flickr. <http://www.flickr.com>

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### Marketing at Photo Sharing Sites

There are many photo-sharing sites on the web, and together the top sites get millions of visitors every month. The primary purpose of photo-sharing sites is to enable users to upload, share, search, view, rate, tag and comment on uploaded photographs.

In addition to the promotional value of photo sharing sites, they also provide you with “offsite” storage of your photos. What if there was a fire in your home? Would you lose all the digital photos that you haven’t uploaded anywhere?

When we first published this book, according to Hitwise, close to 5% of all Internet traffic was going to the top 20 social networking sites. That includes Facebook, YouTube, MySpace, and Flickr, and means that photo sharing is among the top online activities.

Keep in mind that at social networking sites most users are **not** selling their photos, they are just sharing them. But many of the good photographers at photo sharing sites have been approached by people who **want to license** the images.

The secret to selling your photography using photo-sharing sites is to make it clear on your pages that licenses for your images are available for purchase.

Here are the most popular photo-sharing sites (in alphabetical order, not order of popularity).



## **Flickr**

[www.flickr.com](http://www.flickr.com)

## **Fotki**

[www.fotki.com](http://www.fotki.com)

## **Kodak Gallery**

[www.kodakgallery.com](http://www.kodakgallery.com)

## **MijnAlbum** (Netherlands)

[www.mijnalbum.nl](http://www.mijnalbum.nl)

## **MyPhotoAlbum**

[www.myphotoalbum.com](http://www.myphotoalbum.com)

## **Photobucket**

[www.photobucket.com](http://www.photobucket.com)

## **Phanfare**

[www.phanfare.com](http://www.phanfare.com)

## **Smugmug**

[www.smugmug.com](http://www.smugmug.com)

## **Snapfish**

[www.snapfish.com](http://www.snapfish.com)

## **Webshots**

[www.webshots.com](http://www.webshots.com)



## Sell Your Digital Photos

**Woophy**

[www.woophy.com](http://www.woophy.com)

**Zoomr**

[www.zoomr.com](http://www.zoomr.com)

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### Sell Photos to Newspapers

If you want to pick up more work as a freelance photographer then you might consider doing some freelance photography for newspapers. Newspapers often use freelance photographers. They need photographers who can be on the spot at short notice to photograph newsworthy events as they unfold.

According to *Editor & Publisher* there are more than 1,400 newspapers in USA alone. You should be aware that newspapers don't tend to pay as well as magazines.

From local papers to national dailies, newspapers regularly pay freelance photographers for those special shots that their staff photographers were unable or too busy to take.

Let's face it. The staff photographers of the newspaper cannot be in every place at once.

Sometimes a scheduled shoot is too far away. Or the staff photographers are already busy on other assignments. So a freelance photographer is assigned the shoot.

On other occasions, freelance photographers manage to sell their photos to newspapers simply because they were in the right place at the right time. There was a candid moment and they got the shot.

There may even have been some staff photographers on the spot but the freelancer happened to take an outstanding picture better than all the rest.



The fees paid by newspapers to freelance photographers vary considerably. There are many newspapers that pay around \$150 to \$200 per shoot. In addition to this they often pay a mileage rate to compensate you for driving to the location for the shoot.

Smaller county newspapers might pay just \$50 per shoot, or sometimes they will pay \$10 per photo used.

These figures are just examples and the newspaper you target could pay a higher or lower rate.

And don't forget, aside from the pay, one of the best things about working as a freelancer for newspapers is the perks that come with having "media credentials" – such as getting free entry into popular concerts and major sporting events.

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### **Can You Work Under Pressure?**

This is a fast-paced environment. It is typically hectic freelancing for newspapers because you will usually have a very tight schedule to meet, so that the newspaper can make its deadlines.

Sometimes you might have to get to a location as some particular event is happening. You may need to take shots of a fire before it is extinguished. Or you might be doing some sporting shoots.

Newspapers sometimes pay you to shoot more than one game, so you will have to shoot the first half of one game and then move to another location to shoot the second half of another game.



## What Equipment Do You Need?

If you want to take photos for newspapers you will need to use the right equipment, which usually means a high-end digital SLR camera. You will also need a good flash and tripod.

The other thing you need is reliable transport. It's not much use having all the right equipment if you cannot get to the scene. And you should have a mobile phone so that you can be contacted at a moment's notice.

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## How Much Do Newspapers Pay for an Image?

If you are not paid to go and shoot, then you may be paid by the image. The rate a newspaper will pay for your photos may vary greatly and will probably depend upon the circulation of the newspaper and whether it is local, regional, or national.

- National newspapers might pay \$100 to \$400 for a stock image, depending upon the size it appears, with the upper end being for half a page.
- Regional newspapers are more likely to pay a range of \$75 to \$200 per image.
- Local newspapers tend to pay in the range of \$10 to \$75 per image.



### Captioning

Newspapers usually expect the photographer to provide *captions* and *cutlines*. These terms are sometimes used interchangeably but are basically as follows:

- The **caption** is a brief headline that accompanies your picture and is designed to hook the reader.
- **Cutlines** are the words under the caption, if there is one, describing the photograph, usually with the 5 Ws, i.e. Who, What, Where, When, Why, and sometimes How.

For more explanation and some examples see:

[web.ku.edu/~edit/captions.html](http://web.ku.edu/~edit/captions.html)

Some newspapers use software to assist the process of captioning and uploading photos, such as Photo Mechanic from [www.camerabits.com](http://www.camerabits.com)

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## Sell Photography to Magazines

Magazines have traditionally been one of the main markets for freelance photographers.

There are magazines all over the world on almost every topic imaginable, so whatever you are taking a photo of, there is probably a magazine on a related topic that might be interested to buy it.

During your next visit to your local bookstore, take a good look at all the shelves of popular magazines. They represent a tremendous amount of work for freelance photographers.

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### How Much Will You Earn?

Magazines tend to pay different fees depending upon the size the photo appears in the magazine, and where it appears.

Typical fees for a cover photo in a regional magazine range from \$200 to \$700. A full page photo inside the magazine could pay \$75 to \$300. As the photos get smaller, the fee range does too.

This is just a rough indication, and ultimately each magazine sets its own prices.

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## Magazines and Rights

Some magazines require exclusivity on any photos you submit, or they may set a condition that you cannot submit the same photo to a similar publication for a certain period of months or years.

Be sure to check their guidelines carefully so you know what you are agreeing to.

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## Magazine Markets for Freelance Photographers

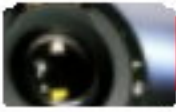
The following is a list of magazines that purchase photography from freelance photographers. They all provide details of their photography requirements on their web sites and we have provided a link so you can read their guidelines directly from them. In most cases they also show the fees they pay.

This is not an exhaustive list, it is just a start. In partnership with WorldwideFreelance.com we have built a database which already lists more than 400 freelance photographer's magazine markets in our members' area at: [www.cameracareer.com/members](http://www.cameracareer.com/members)

Please allow 3-5 working days after buying this book for your user account to be activated.

Here are 85+ markets to get you started.

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Over time, as requirements change and as webmasters redesign their web sites, the following listings will become dated and some of the links will no longer be current. You can check for up to date listings and links by logging in to our Photography Markets database. Please see the end of this ebook for your login instructions.

**5280, USA** <http://www.5280.com>

Denver's premier guide to the arts, entertainment, dining, and lifestyle issues in the Mile-High City.

Guidelines: <http://www.5280.com/page/artist-guidelines>

**Adirondack Life, USA**

<http://www.adirondacklife.com>

Focuses on the unique natural and social aspects of New York State's Adirondack Park and surrounding regions. Works with freelance photographers on every issue. Most images are stock; some are assigned. Rates; Up to ¼ page \$75, ¼ page to ¾ page \$100, full-page bleed \$150, cover \$400. Assignments are paid \$250 per day; plus expenses. Guidelines:

[http://www.adirondacklife.com/index.php?option=com\\_content&task=view&id=27&Itemid=112](http://www.adirondacklife.com/index.php?option=com_content&task=view&id=27&Itemid=112)

**Alaska Magazine, USA**

<http://www.alaskamagazine.com>

Depicting life in Alaska through high-quality images of its people, places and wildlife. Assignments are negotiated in advance. Other



## Sell Your Digital Photos

fees: Cover: \$500, Spread (2-page) \$400, Full page: \$300, 1/2 page: \$150, 1/4 page: \$75. Guidelines:

[http://www.alaskamagazine.com/contact/photographers\\_guidelines](http://www.alaskamagazine.com/contact/photographers_guidelines)

### **Alberta Views, Canada**

<http://www.albertaviews.ab.ca>

Bimonthly magazine dedicated to providing well-written and well-researched commentary on the culture, politics and economy of Alberta.

Guidelines: <http://www.albertaviews.ab.ca/contribute/>

### **American Forests, USA**

<http://www.americanforests.org>

Quarterly national magazine with stories and photographs about trees, forests, and forestry issues. Guidelines:

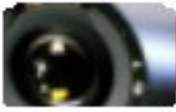
<http://www.americanforests.org/productsandpubs/magazine/guidelines.php>

### **American Profile, USA**

<http://www.americanprofile.com>

Celebrating hometown life. The audience lives in communities with an average population of 7,000. Photography is assigned on a per story basis within the photographer's geographic area. To be considered for assignments, send us a CD containing samples of your photography.

Guidelines: <http://www.americanprofile.com/contributor-guidelines/>



### **Aquarium Fish International, USA**

<http://www.aquariumfish.com/aquariumfish/magazine.aspx>

The monthly magazine for both novice and expert aquarium hobbyists. Pay rates. \$50 for partial page color; \$75 for full-page color, with \$25 per 1/3 increment across a spread; \$150 for a spread; \$200 for main cover image.

Guidelines: <http://www.fishchannel.com/photo-guidelines.aspx>

### **Backpacker, USA**

<http://www.backpacker.com>

Covering foot-based travel, and wilderness or backcountry, for North American destinations. Uses stock photography and also assigns photographers for magazine-sponsored trips.

Guidelines: <http://www.backpacker.com/guidelines/#PHOTO>

### **Bay Nature, USA**

<http://www.baynature.com>

Quarterly magazine dedicated to the intelligent and joyful exploration of the natural places, plants and wildlife of the San Francisco Bay Area. Almost all photographic content provided by freelance contributors from stock images - rarely does photography by assignment.

Guidelines: <http://baynature.org/about/submissions>



### **British Columbia Magazine, Canada**

<http://www.bcmag.ca>

Quarterly, scenic, geographic and travel magazine that publishes well-researched articles about British Columbia. Looking for fresh, unusual approaches to familiar landmarks and subjects, as well as seeking out the rare, exotic, strange, unfamiliar, and remote in B.C. Page rates are: cover: \$700; double page: \$400; one page plus: \$300; front cover inset: \$200; one page: \$200; 3/4 or 2/3 page: \$175; 1/2 page: \$150; 1/3 page or less: \$100.

Guidelines: <http://www.bcmag.ca/guidelines/>

### **Canadian Gardening, Canada**

<http://www.canadiangardening.com>

National magazine aimed at the avid home gardener. Readers are city gardeners with tiny lots, country gardeners with rolling acreage, indoor gardeners, rooftop gardeners, and enthusiastic beginners and experienced veterans.

Guidelines: [http://www.canadiangardening.com/about\\_us.php](http://www.canadiangardening.com/about_us.php)

### **Caribbean Beat, Trinidad and Tobago**

<http://www.meppublishers.com/online/caribbean-beat/>

In-flight magazine of Caribbean Airlines. Welcomes contributor proposals from freelance photographers and illustrators. Guidelines:

<http://www.meppublishers.com/online/caribbean-beat/about/index.php?pid=4008>



### **Carolina Currents, USA**

<http://www.carolinacurrents.com>

The North & South Carolina sailor's magazine, devoted to sailboat enthusiasts living there and in adjoining regions. Pays \$50 for cover photos; payments for other photos are as negotiated. Higher fees may be negotiated with regular contributors. Guidelines:

[http://www.carolinacurrents.com/Carolina\\_Currents/Submission\\_guidelines.html](http://www.carolinacurrents.com/Carolina_Currents/Submission_guidelines.html)

### **Climbing Magazine, USA**

<http://www.climbing.com>

Covers rock climbing and mountaineering, with its steep ice routes, alpine classics, and expeditions to the world's great ranges.

International in scope, but with a strong North American emphasis.

Open on subject and style as long as the photos have something to do with climbing.

Guidelines: <http://www.climbing.com/contribute/>

### **ColoradoBiz, USA**

<http://www.cobizmag.com>

Coverage of the people and issues affecting the entire state's business scene. Uses photos and renderings to illustrate articles on Colorado-specific business people, places, events, issues and concepts. Pays no higher than \$400 per day and no lower than \$100 per half day.

Guidelines: <http://www.cobizmag.com/support/freelance-guidelines/>



### **Conservationist, USA**

<http://www.dec.ny.gov/pubs/conservationist.html>

A non-profit magazine published bi-monthly by the New York State Department of Environmental Conservation. Typical topics include fishing, hunting, nature viewing, and outdoor recreation. Pays: cover photos \$50; other: \$15.

Guidelines: <http://www.dec.ny.gov/pubs/24061.html>

### **Cruising World, USA**

<http://www.cruisingworld.com>

Articles relevant for sailors, covering equipment, boats, competitions, racing techniques, destinations, etc. Images should represent the cruising lifestyle of exciting sailing and beautiful anchorages as well as on-board images of people enjoying themselves. Guidelines:

<http://www.cruisingworld.com/cruising-world-guidelines-for-writers-and-photographers>

### **Deer & Deer Hunting, USA**

<http://www.deeranddeerhunting.com>

Specialized magazine devoted to deer and deer hunting. Readers include a cross section of the deer hunting population: individuals who hunt with bow, gun or camera. Guidelines:

<http://www.deeranddeerhunting.com/writersguidelines/>



### **Down East, USA**

<http://www.downeast.com>

The magazine of Maine, takes you on an adventure to discover unexpected places and fascinating people across the Pine Tree State. Pays \$100 for a full-page photo; \$400 for a cover. Guidelines:

<http://www.downeast.com/contributor/magazine/guidelines>

### **East Bay Express, USA**

<http://www.eastbayexpress.com>

Covering Alameda and Contra Costa counties in the San Francisco Bay Area. All of the photography is produced by freelancers on assignment.

Guidelines:

<http://www.eastbayexpress.com/ebx/WritersGuidelines/Page>

### **Encompass, USA**

<http://www.encompassmag.com>

The bimonthly member magazine for AAA Colorado. For photography accompanying articles they pay: Cover: \$500; Inside, double page: \$500; Inside, full page: \$300; 2/3 page: \$250; 1/2 page: \$200; 1/3 page: \$150; 1/4 page: \$100; 1/6 to 1/8 page: \$75; Small spot image: \$50. Guidelines:

[http://www.encompassmag.com/freelancerguidelines\\_2012.pdf](http://www.encompassmag.com/freelancerguidelines_2012.pdf)



### **Fire Rescue, USA**

<http://www.firerescuemagazine.com>

Coverage of the fire and rescue markets. Readers consist of fire chiefs, company officers, training officers, firefighters, and technical rescue personnel. Looking for photos that show rescuers, firefighters and emergency personnel in action, handling equipment, performing fire- or rescue-related tasks, or interacting with victims. Guidelines:

[http://www.firerescuemagazine.com/guidelines\\_photo.html](http://www.firerescuemagazine.com/guidelines_photo.html)

### **Florida Wildlife, USA**

<http://floridawildlifemagazine.com>

Magazine from The Florida Fish and Wildlife Conservation Commission. Pays \$50 for each photograph; up to \$200 for a front cover.

Guidelines: <http://floridawildlifemagazine.com/submit.cfm>

### **Fly Past, UK**

<http://www.flypast.co.uk>

A monthly magazine covering historic aviation topics, mainly military from the second world war period, up to about 1970. Seeks high-quality photographs (digital preferred) in either monochrome or colour. Payment for photos is at the discretion of the editor. Guidelines:

[http://www.keypublishing.com/central/downloads/contributor\\_guidelines.pdf](http://www.keypublishing.com/central/downloads/contributor_guidelines.pdf)



### **Frankie, Australia**

<http://www.frankie.com.au>

Women's magazine. Topics include fashion, art and more.

Photographers and illustrators are expected to be a little out of leftfield, providing smart, quirky, cute, retro-tinged pictures readers can linger over and love. Guidelines:

[http://www.frankie.com.au/cms/index.php?option=com\\_content&task=blogcategory&id=22&Itemid=46](http://www.frankie.com.au/cms/index.php?option=com_content&task=blogcategory&id=22&Itemid=46)

### **Garden Railways, USA**

<http://www.trains.com/grw/>

Articles cover the following: the general idea or philosophy behind the garden railway; how it was planned; how it was constructed; how any special problems were overcome; the line's rolling stock, locomotives, and structures etc. Pays 100 for cover photos.

Guidelines: <http://www.trains.com/grw/default.aspx?c=a&id=49>

### **GoldenSeal, USA**

<http://www.wvculture.org/goldenseal/>

A quarterly magazine published by the State of West Virginia, Division of Culture and History. Subjects include labor history, folklore, music, farming, religion, traditional crafts, food and politics. Pays \$25 to writers for each photo they supply. Assigns photographers when writers cannot take photos for their own articles.

Guidelines: <http://www.wvculture.org/goldenseal/contrib.html>



### **Hawaii Magazine, USA**

<http://www.hawaiimagazine.com>

A bimonthly regional travel publication. Content includes travel stories, personality profiles, stories on history, culture, music, food and environmental sustainability. Queries on photography should be addressed to the art director.

Guidelines: [http://www.hawaiimagazine.com/freelance\\_guidelines](http://www.hawaiimagazine.com/freelance_guidelines)

### **Herizons, Canada**

<http://www.herizons.ca>

A quarterly Canadian feminist magazine that delivers the inside scoop on the Canadian women's movement: health, activism, the environment and legal cases affecting women. Pays \$50 to \$250 for photos.

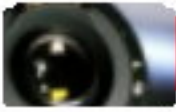
Guidelines: <http://www.herizons.ca/contribute>

### **Hinduism Today, USA**

<http://www.hinduismtoday.com>

An international quarterly magazine written for educated, English-speaking Hindus, the general public interested in Hinduism and to inform the scholastic community dedicated to Hindu-related studies. Pays \$20 for each photo included by writers, and rates for professional photographs are negotiated on a case by case basis. Guidelines:

[http://www.hinduismtoday.com/modules/wfchannel/index.php?wfc\\_cid=7](http://www.hinduismtoday.com/modules/wfchannel/index.php?wfc_cid=7)



### **Home Education Magazine, USA**

<http://www.homeedmag.com>

For families who enjoy living and learning together. Pays \$12.50 for photos for inside use and \$100 for cover photos.

Guidelines: <http://www.homeedmag.com/write.html>

### **Honolulu Magazine, USA**

<http://www.honolulumagazine.com>

Aimed at a resident audience. Not a travel magazine about Hawaii; the audience already knows the Islands well. Guidelines:

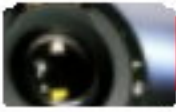
<http://www.honolulumagazine.com/Honolulu-Magazine/Contact-Us/Guidelines-for-Freelance-Writers/>

### **Horse Sport Magazine, Canada**

[http://www.horse-canada.com/?page\\_id=69](http://www.horse-canada.com/?page_id=69)

Readers are serious equestrian enthusiasts/competitors. Covers developments within the equestrian sports of show jumping, hunting, dressage, eventing, endurance, driving and polo. Action shots are generally preferred, with some exceptions. Pays \$25 per photo, and covers at the editor's discretion.

Guidelines: [http://www.horse-canada.com/?page\\_id=24](http://www.horse-canada.com/?page_id=24)



### **The Iowan, USA**

<http://www.iowan.com>

A bimonthly, general-interest magazine that focuses on interesting people, places, and activities found throughout the state. Articles emphasize art, architecture, history, culture, travel, sports, and business as well as the contributions made by Iowans from all walks of life. Encourages freelance photographers from all areas of the state to submit samples from their portfolios.

Guidelines: <http://www.iowan.com/contributors.cfm>

### **Journal of Asian Martial Arts, USA**

<http://www.goviamedia.com/store.php?crn=200>

Quarterly journal. Publishes scholarly articles; more informal interviews (with scholars, master practitioners, etc.) and reports on particular genres, techniques, etc.

Guidelines: <http://www.goviamedia.com/store.php?crn=219>

### **Journal of Emergency Medical Services (JEMS), USA**

<http://www.jems.com/magazines/>

A leading voice in emergency medicine and prehospital care. Our readers consist of EMTs, paramedics, nurses, physicians, EMS managers, administrators and educators. Looking for photos that show rescuers, paramedics and emergency workers interacting with victims, performing medical or rescue-related tasks or using equipment. Pays up to \$440 for a cover photo; full page inside \$110.

Guidelines: <http://www.jems.com/about/photographer-guidelines>



### **KANSAS! Magazine, USA**

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

A magazine published by the Travel & Tourism Development Division of the Kansas Department of Commerce. Promotes tourism in the state with an emphasis on travel articles. Also covers the following tourism niches: Western Frontier, Nature-Based Tourism, Arts, Aviation, Hunting/Fishing, and Agri-Tourism. Accepts scenic, seasonal photographs. Payment by negotiation.

Guidelines: <http://www.kansmag.com/index.asp?NID=55>

### **Kentucky Monthly, USA**

<http://www.kentuckymonthly.com>

Dedicated to contemporary living in the Bluegrass state. From politics and sports to festivals, crafts and fiction. Relies heavily on freelance writers, artists and photographers.

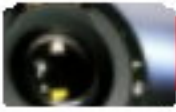
Guidelines: <http://www.kentuckymonthly.com/submission.html>

### **Lake Country Journal, USA**

<http://www.lakecountryjournal.com>

Bimonthly magazine for the north central Minnesota lakes area. Promotes positive family and business endeavors, fosters a sense of community, increases appreciation for our natural and cultural environments. Guidelines:

<http://www.lakecountryjournalonline.com/view/submissions>



### **Lake Superior, USA**

<http://www.lakesuperior.com>

Bimonthly full-color consumer magazine which focuses exclusively on the Lake Superior region - history, current events, lifestyles, environment, tourism. Pays \$50; Cover photo pays \$150.

Guidelines: <http://www.lakesuperior.com/news/editguidelines.html>

### **Law Officer Magazine, USA**

<http://www.lawofficermagazine.com>

Bimonthly publication. Reaches law enforcement personnel across the United States. Looking for photos that show law enforcement in action, handling equipment, processing a scene, interacting with victims or suspects, etc. Pay: Cover: \$200; 2-page spread: \$75; Full-page: \$60; One-half or one-third: \$40; Quarter: \$30; Spot or Web only: \$15.

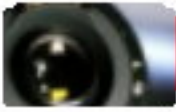
Guidelines: [http://www.lawofficermagazine.com/about/photo\\_guidelines](http://www.lawofficermagazine.com/about/photo_guidelines)

### **Learning Media, New Zealand**

<http://www.learningmedia.co.nz>

Publisher of educational products and services that enable and enhance effective teaching and learning. Contributions from freelance authors, illustrators, photographers and performers are highly valued.

Guidelines: <http://www.learningmedia.co.nz/contributors/>



### **Lost Treasure, USA**

<http://www.losttreasure.com>

A monthly publication, accepts lost treasure, folklore, personal adventure stories; legends; and how-to articles for treasure hunters and metal detectorists. Pays for photos.

Guidelines: <http://www.losttreasure.com/contact>

### **Maine Boats, Homes & Harbors, USA**

<http://www.maineboats.com>

The magazine of the coast of Maine with a strong focus on boating. Rates range from \$100 for spot inside usage to \$450 for the main cover photograph.

Guidelines: <http://www.maineboats.com/contribute>

### **Midwest Today, USA**

<http://www.midtod.com>

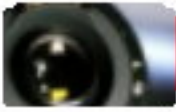
Quarterly general interest magazine covers a variety of subjects, including news, sports, politics, entertainment, the arts, religion, poetry, fitness, outdoors, travel, exclusive interviews, environment, nostalgia, economics, agriculture, humor, consumer issues and more.

Guidelines: [http://www.midtod.com/new/writers\\_guide.html](http://www.midtod.com/new/writers_guide.html)

### **Midwifery Today, USA**

<http://www.midwiferytoday.com>

A quarterly publication for birth practitioners. Emphasizes natural childbirth, breastfeeding, networking and education, fostering communication between practitioners and families, and promoting



responsible midwifery and childbirth education around the world.  
Generally pays \$15 per inside shot, \$25 for full bleed, \$50 for a cover.  
Guidelines: <http://www.midwiferytoday.com/magazine/guidelines.asp>

### **Missouri Life, USA**

<http://www.missourilife.com>

Bimonthly magazine that explores the unique qualities of Missouri and its diverse people and places, past and present. Emphasizes history, travel opportunities for weekend getaways and day-trips, and interesting people and events. Pays \$50 per photo in the Best or department pages. Negotiates a package price for photos to accompany features. Bonus for covers. Day rates for feature assignments are negotiable.

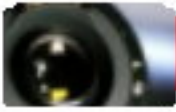
Guidelines: <http://www.missourilife.com/Missouri-Life/Contact-Us/>

### **Montana Magazine, USA**

<http://www.montanamagazine.com>

Bimonthly magazine. Publishes articles on Montana recreation, contemporary issues, people, natural history, cities, small towns, humor, wildlife, real-life adventure, nostalgia, geography, history, byways and infrequently-explored countryside, made-in-Montana products, local businesses, and environment. The majority of photographs used are purchased from freelancers. Pay is negotiated on a case by case basis.

Guidelines: <http://www.montanamagazine.com/submissions.php>



### **National Geographic Traveler, USA**

<http://travel.nationalgeographic.com/travel/traveler-magazine/>

Published eight times a year by the National Geographic Society. Traveler's publishing goals are to find the new, to showcase fresh travel opportunities, to be an advocate for travelers. Traveler assignments last from 10 to 14 days. The day rate is currently \$425.

Guidelines: <http://travel.nationalgeographic.com/travel/traveler-magazine/about-us/photographers-guidelines/>

### **National Parks, USA**

<http://www.npca.org/magazine/>

Publishes articles about areas in the National Park System, threats to parks or park wildlife, new trends in park use, legislative issues, and endangered species of plants or animals. Pays various rates up to \$750 for a cover photo. Guidelines:

[http://www.npca.org/magazine/photographers\\_guidelines.html](http://www.npca.org/magazine/photographers_guidelines.html)

### **Nature Friend Magazine, USA**

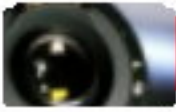
<http://www.naturefriendmagazine.com>

A creation-based, monthly nature magazine for children that the whole family will enjoy. "We want Nature Friend to be exciting to children.

Nature is fascinating when seen up close through the pen of a "ready writer," the brush of a skilled artist, or the lens of a photographer."

Pays \$25 for inside editorial use, \$50 for back cover, and \$75 for front cover. Guidelines:

<http://www.naturefriendmagazine.com/index.pl?linkid=11;class=gen>



### **New Mexico Magazine, USA**

<http://www.nmmagazine.com>

Monthly magazine covering the people, culture, arts, history outdoor recreation and landscape of New Mexico for a highly educated readership from every corner of the world. Stock rates: Less than half-page: \$60; Half-page but less than full: \$80; Full page: \$90; More than full page: \$100; Cover: \$300. Assignment day rate: \$450.

Guidelines: <http://www.nmmagazine.com/guidelines.php>

### **Northern Woodlands Magazine, USA**

<http://northernwoodlands.org/issues/issue/>

Our audience consists of conservation-minded people with an interest in all aspects of the forests of the Northeast. Pays \$25 to \$75 and \$150 for covers. Guidelines:

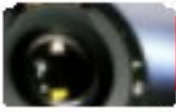
<http://northernwoodlands.org/issues/writers-photographers/>

### **Northwest Travel, USA**

<http://www.northwestmagazines.com>

Bimonthly magazine covers places to visit in Washington, Oregon, British Columbia, Idaho, western Montana and occasionally Alaska. Pay: cover: \$425; full page: \$100; less than full page: \$25-\$55; calendars \$100.

Guidelines: <http://www.northwestmagazines.com/guidlin.html>



### **Ohio Magazine, USA**

<http://www.ohiomagazine.com>

Publishes stories that “celebrate Ohio” — stories that celebrate its people, its rich culture and heritage, and especially, its wonderful travel spots - a large portion of its pages are dedicated to covering travel destinations in the state. Guidelines:

<http://www.ohiomagazine.com/Main/WritersPhotographerGuidelines.aspx>

### **Oklahoma Today, USA**

<http://www.oklahomatoday.com>

Regional bi-monthly magazine, providing its readers the best of Oklahoma's people, places, travel, culture, food, and outdoors. Pay varies, generally \$50 or less for photos used 1/2 page or smaller; \$100 for full page, and \$300-\$600 for a major feature or photo essay. Guidelines:

<http://www.oklahomatoday.com/site/editorial/editorialGuidelines.aspx>

### **Oregon Coast, USA**

<http://www.northwestmagazines.com>

Bimonthly magazine publishing articles of interest to residents, visitors, and anyone else who loves the coast. Suggested topics include: Historical items, Favorite camping and picnicking spots, One-day driving tours, Walking tours, Adventures, Profiles of notable residents and more. Pay: cover: \$425; full page: \$100; less than full page: \$25-\$55; calendars \$100.

Guidelines: <http://www.northwestmagazines.com/guidlin.html>



### **Our State**

<http://www.ourstate.com>

Monthly magazine featuring North Carolina travel, history, folklore and beautiful scenic photography. The photography is arranged by assignment only. Guidelines:

<http://www.ourstate.com/magazine/photography-guidelines>

### **Outback, Australia**

<http://www.outbackmag.com.au>

A bimonthly magazine that captures the essence of remote Australia. Assigns a photographer to an item if they don't get suitable photos from the writer or from other sources.

Guidelines: <http://www.outbackmag.com.au/about-the-magazine?4>

### **Outdoor America, USA**

<http://www.iwla.org/index.php?ht=display/ContentDetails/i/12100>

Quarterly publication of the Izaak Walton League. Each issue is filled with entertaining and education articles about the exciting conservation work of IWLA members. Pays: front cover: \$500; inside: \$100 to \$450. Guidelines:

<http://www.iwla.org/index.php?ht=a/GetDocumentAction/i/1371>

### **Outdoor Canada, Canada**

<http://www.outdoorcanada.ca>

Canada's leading national magazine for those interested in traditional outdoor activities - Interested in finding and cultivating new Canadian talent and they appreciate submissions from new photographers. Pays



## Sell Your Digital Photos

\$500 for covers, \$400 for double-page feature image called "Scene", down to \$75 for 1/8 page.

Guidelines: <http://www.outdoorcanada.ca/contrib.shtml>

### **Outdoor Oklahoma, USA**

<http://www.wildlifedepartment.com/outdooroklahoma.htm>

The Oklahoma Department of Wildlife Conservation's full-color, bi-monthly magazine. High quality freelance photographs are frequently accepted for publication. Front cover: \$325, Full page: \$225, Half page: \$200, All other: \$150.

Guidelines: <http://www.wildlifedepartment.com/freelance.htm>

### **Outpost Magazine, Canada**

<http://www.outpostmagazine.com>

Canada's travel magazine, steering away from the cozy and coddled to take a more adventurous and realistic look at the world and how people travel through it. Guidelines:

<http://www.outpostmagazine.com/contributor-guidelines/>

### **Outside, USA**

<http://outside.away.com/index.html>

A monthly national magazine dedicated to covering the people, sports and activities, politics, art, literature, and hardware of the outdoors. Has a special gallery-style section, Exposure, devoted to showcasing exceptionally engaging photography and its creators.

Guidelines: <http://outside.away.com/system/guidelines.html>



### **Pacific Yachting, USA**

<http://www.pacificyachting.com>

A magazine about boating in B.C. and the Pacific Northwest. Circulates lists of future photo needs. Guidelines:

[http://forms.pacificyachting.com/5567/PY\\_Editorial\\_Submission\\_Guidelines.pdf](http://forms.pacificyachting.com/5567/PY_Editorial_Submission_Guidelines.pdf)

### **Range Report, The, USA**

<http://www.nssf.org/ranges/RangeReport/>

The official magazine of the National Association of Shooting Ranges. The magazine covers good business practices, community involvement, relevant new products, legislation and other topics of importance to the range administrator. Cover photographs, either in a vertical or horizontal format, should feature people involved in a shooting range experience. Payment for photographs is set at the following one-time fees: \$350 for a cover, \$125 for full-page use, \$250 for a full two-page.

Guidelines: <http://www.nssf.org/newsroom/writers/opportunities/>

### **Reptiles, USA**

<http://www.reptilesmagazine.com>

Magazine publishing articles about a wide variety of reptile- and amphibian-related topics. Pays \$50 for partial page color; \$75 for full page color, with \$25 per 1/3 increment across a spread; \$150 for a spread; \$200 for main cover image.

Guidelines: <http://www.reptilechannel.com/photo-guidelines.aspx>



### **Rock, Australia**

<http://www.rock.com.au>

Australia's climbing magazine. Payment for photos is a minimum of \$28 if not accompanying other material by the owner. Guidelines:

[http://www.outeredgemag.com.au/assets/global/Rock\\_Guidelines.pdf](http://www.outeredgemag.com.au/assets/global/Rock_Guidelines.pdf)

### **Room Magazine, Canada**

<http://www.roommagazine.com>

Quarterly literary journal by and about women. Accepting new, previously unpublished submissions of fiction, poetry, and artwork by women. Looking for photos and art by women.

Guidelines: <http://www.roommagazine.com/submit.html>

### **Sailing World, USA**

<http://www.sailingworld.com>

The emphasis is on performance sailing: keep in mind that the Sailing World readership is relatively educated about the sport. Guidelines:

<http://www.sailingworld.com/article/Sailing-World-Guidelines-for-Writers-and-Photographers--48442>

### **Sandlapper, USA**

<http://www.sandlapper.org>

A quarterly magazine focusing on the positive aspects of South Carolina. Looking for articles and photo essays about South Carolina's interesting people, places, activities, heritage and cuisine.

<http://www.sandlapper.org/portal/>



### **Scottish Island Explorer, UK**

<http://www.scottishislandsexplorer.com>

Bi-monthly magazine solely devoted to exploring the islands of Scotland. Subject matter is wide ranging, including articles on wildlife, environmental issues, archaeology, history, cultural development, lifestyles, travel, and current affairs. Pays 3.5 p per word and £5 per photograph. Pays £5 per published photograph. Guidelines:

<http://www.scottishislandsexplorer.com/submittmaterial.html>

### **Senior Living, Canada**

<http://www.seniorlivingmag.com>

A monthly magazine for the Vancouver region. An inspirational magazine profiling the lives and achievements of active seniors and people over the age of 50. Always looking for good photographers for assignments and to work with writers to illustrate their articles with appropriate pictures.

Guidelines: <http://www.seniorlivingmag.com/submissions>

### **Sierra Magazine, USA**

<http://www.sierraclub.org/sierra/>

Bimonthly national magazine publishing writing, photography, and art about the natural world. Publishes photographs pertaining to the natural world and the environment. Photographers interested in submitting work to Sierra are encouraged to send a link to their Web site, along with a stock listing of regions and subjects of specialty for review. Guidelines:

<http://www.sierraclub.org/sierra/guidelines/photographers.aspx>



### **Sky & Telescope, USA**

<http://skyandtelescope.com>

The world's premier showcase for lively, authoritative, and well-illustrated information about astronomy. Looking for astronomical images. Guidelines:

<http://www.skyandtelescope.com/about/guidelines/3305281.html>

### **Snowshoe Magazine, USA**

<http://www.snowshoemag.com>

Monthly online publication that celebrates the sport of snowshoeing. Pays \$1 per photo.

Guidelines: <http://www.snowshoemag.com/contributors.cfm>

### **Spasearch, USA**

<http://www.spasearch.org>

A buyer's guide for home spas, hot tubs, saunas and related backyard luxuries. The guide provides information on purchasing and maintaining a hot tub or spa and includes manufacturer comparisons, reviews, and buying tips. Freelance photographer agreement at

[http://www.bigfishpublications.com/PDF/Freelance%20Agreement\\_Photoographer.pdf](http://www.bigfishpublications.com/PDF/Freelance%20Agreement_Photoographer.pdf)

Guidelines:

<http://www.bigfishpublications.com/PDF/FreeLaceWriteGuidelines.pdf>



### **Sport Fishing, USA**

<http://www.sportfishingmag.com>

Published nine times per year (monthly January-June; bimonthly July-December). Geared to serious saltwater fishing around North America. That means bluewater, reefs, inlets and inshore (bays, flats and backcountry). Rates: Cover \$1,000 - \$1,200; 2 pages: \$350 - \$400; 1+ page: \$250 - \$300; 1 page: \$200 - \$250.

Guidelines: <http://www.sportfishingmag.com/article.jsp?ID=22878>

### **The Sun, USA**

<http://www.thesunmagazine.org>

Publishes essays, interviews, fiction, and poetry. Favors personal writing, but also looking for thoughtful, well-written essays on political, cultural, and philosophical themes. Pays \$100 to \$300 for a photo inside the magazine and \$500 for a cover photo. Photo essays pay \$500 to \$1,000. Guidelines:

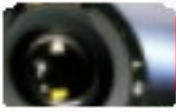
[http://www.thesunmagazine.org/about/submission\\_guidelines/photography](http://www.thesunmagazine.org/about/submission_guidelines/photography)

### **Tennessee Wildlife, USA**

<http://www.state.tn.us/twra/magazine.html>

Magazine published by the Tennessee Wildlife Resources Agency. Primarily interested in photos of wildlife in their natural surroundings and people enjoying outdoor recreational activities such as fishing, hunting, camping, hiking, etc. Pay: 1/4 page: \$12-20; 1/2 page: \$20-30; back cover: \$50; front cover: \$60.

Guidelines: <http://www.state.tn.us/twra/magguidelines.html>



### **Texas Highways, USA**

<http://www.texashighways.com>

The official travel magazine of Texas, encourages travel within the state. Subjects should focus on things to do or places to see in Texas. Include historical, cultural, and geographic aspects if appropriate.

Guidelines: <http://www.texashighways.com/contactus/photoguide.pdf>

### **Texas Parks & Wildlife, USA**

<http://www.tpwmagazine.com>

A monthly magazine published by Texas Parks and Wildlife. Covers state park destinations, conservation issues, trends, and such outdoor activities as fishing, hunting, camping, bicycling, canoeing and hiking. Paying market. Pays: Front Cover: \$500; Wraparound and gatefold: \$400; Other covers: \$250; Inside color: More than a full page: \$180; Three-quarters to a full page: \$165; One-half to three-quarters of a page: \$125, etc.

Guidelines: <http://www.tpwmagazine.com/editorial/>

### **Traveller, UK**

<http://www.wexas.com/travel/traveller/>

The UK's original travel magazine. Distributed quarterly to 35,000 members of WEXAS International, the independent traveller's club.

Pay: £50 - £80 per photograph and £150 for front cover. Guidelines: <http://www.wexas.com/travelguides/travelguides/contributorguidelines.html>



### **Turkey Country, USA**

[http://www.turkeycountrymagazine.com/contributor\\_guidelines.html](http://www.turkeycountrymagazine.com/contributor_guidelines.html)

Flagship bimonthly publication of the National Wild Turkey Federation (NWTF). Pays: Cover = \$800; Contents pages = \$250; Two-page spread = \$300; Full page = \$200; Half-page = \$150.

Guidelines:

[http://www.turkeycountrymagazine.com/contributor\\_guidelines.html](http://www.turkeycountrymagazine.com/contributor_guidelines.html)

### **Virginia Wildlife, USA**

<http://www.dgif.virginia.gov/virginia-wildlife/>

Published monthly by the Department of Game and Inland Fisheries, an agency of the Commonwealth of Virginia. Publish articles on conservation, boating, camping, ecology, fishing, game and fish recipes, hiking, hunting, outdoor safety and ethics, and natural history. Pays \$50 for photos; Covers \$125. Guidelines:

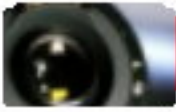
<http://www.dgif.virginia.gov/virginia-wildlife/>

### **Western Sportsman, Canada**

<http://www.westernsportsman.com>

A bi-monthly all-Canadian publication that focuses on hunting, fishing and conservation. Accepts submissions of stock photography, as long as it pertains to hunting, fishing, conservation and wildlife in Western Canada.

Guidelines: <http://www.westernsportsman.com/contact-us/>



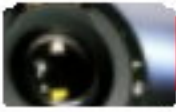
## Sell Your Digital Photos

### **Yankee, USA**

<http://www.yankeemagazine.com>

The magazine of New England living. Topics include New England Today, Home, Food, Garden, Travel. They give assignments to experienced professionals. Guidelines:

<http://www.yankeemagazine.com/contact/contactus/guidelines>



## Assignment Photography

Assignment photography is the main way to sell photography outside of stock photos. Traditionally this is how many photographers earned their income... and many still do!

Assignment photography involves selling your services as a photographer, i.e. "working on assignment".

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### Who Needs To Hire Photographers?

There are many situations where people or organizations hire photographers on assignment. Here are some opportunities:

- **Portrait Photography** (we recommend [Posing Secrets](#) if you want some good tips.)
- **Weddings** (need some guidance? See our Wedding section later, and we also recommend these [Wedding Photography Blueprint DVDs](#)).
- **Other Special Events:** christenings, birthdays, anniversaries, graduations, etc.
- **Photographing Babies** and Children, even Pregnancy.
- **Model Portfolios** – many hopeful models need to get a headshot or some first studio photographs to kick off their modeling career.



## Sell Your Digital Photos

- **Schools** - schools can be a very lucrative market for freelance photographers. An average size school might generate \$20,000 in sales per year taking into account portraits, special events and yearbooks.
- **Sports** – every weekend sports are being played around you, and newspapers need freelancers to get shots on assignment. The players also love to buy photos of themselves. Here is a guide dedicated to [Sports Photography](#).
- **Pets** – you'll be surprised at how many people want professional photos of their favorite pets.
- **Commercial and Industrial** photography – working for businesses and organizations taking pictures for internal newsletters, published magazines, annual reports or other publicity materials. This can include many types of photography, from portraits of directors and staff to photographs of offices, retail stores, construction sites and manufacturing plants.
- **Real Estate**- taking photos of houses for sale. A well-taken set of photos can assist a seller to find a buyer for their house much more quickly.
- **Motor Vehicles** – take photos of automobiles for sale for auto dealers and magazines.



- **News** - be paid to be the photographer “on the spot” as news happens.
- **Celebrities** - become a paparazzi.
- **Food & Beverage**– take photographs for restaurant menus.

As you can see there is a lot you can do and you don't have to go far from your own neighborhood to find some of these opportunities.

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### How Much to Charge for Assignment Photography?

How much you charge depends upon what type of assignment photography you are doing and the market rates in your local area.

Many wedding photographers, for example, charge a package rate that equates to around \$200 to \$300 per hour.

On the other hand regional magazines may pay an assignment rate of just \$250 to \$400 per day. Large national glossies will probably pay 2 to 3 times this.

For an excellent guide to photography assignment rates, see:

<http://www.londonfreelance.org/feesguide/photo.html>

It is intended for freelance photographers based in UK but you should also be able to use these figures as a rough indication for North America.

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## Photography Products

Many photographers create their own range of products using their photos. It's a great way that you can add another revenue stream from your photography.

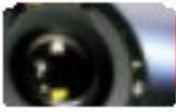
Working with various online web sites you can design a wide range of customizable products using your photos with zero upfront costs and zero inventory investment.

You can then start selling your products through web sites, through friends or through your local stores.

In his research author Michael Kryzer discovered so many different products available that in 2010 he released a new ebook...



... it's a directory of [200 Photos Products](#) you can make with your photos and where to get them made.



## Types of Products

There are so many different products you can make such as:

- mugs
  - coasters
  - playing cards
  - key tags
  - mouse pads
  - t-shirts
  - boxer shorts
  - aprons
  - clocks
  - posters
  - wall prints
  - calendars
  - ceramic tiles
  - screensavers
  - postcards
  - greeting cards
  - photography books
  - jigsaw puzzles
  - pillows
  - bags
  - and many more!
-



## Where to Turn Photos into Products

The following sites are just a few of the places that will help you to create products using your photos. You'll be amazed at all the items they can help you to produce!

### CafePress

[www.cameracareer.com/i/cafepress.htm](http://www.cameracareer.com/i/cafepress.htm)

### Smugmug

[www.cameracareer.com/i/smugmug.htm](http://www.cameracareer.com/i/smugmug.htm)

### Snapfish

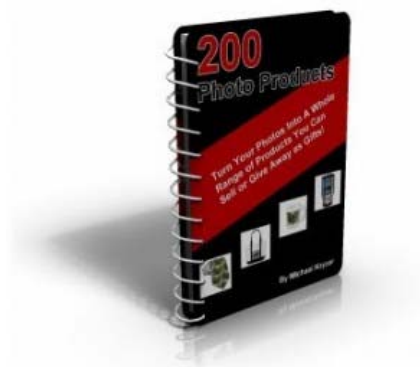
[www.cameracareer.com/i/snapfish.htm](http://www.cameracareer.com/i/snapfish.htm)

### Zazzle

[www.cameracareer.com/i/zazzle.htm](http://www.cameracareer.com/i/zazzle.htm)

But if you really want to discover all the product possibilities, take a look at [\*"200 Photos Products"\*](#) available from [MakePhotoProducts.com](http://MakePhotoProducts.com).

It's a comprehensive directory of the products available from many different suppliers. It will save you tons of time and give you plenty of great product ideas you would never have thought of.





## Display Prints for Sale

Selling prints of your best photographs is a great way to earn extra money from your photography.

Selling prints also gets your name out there – it increases brand awareness of your photography business - since the photograph or the surrounding frame should include the photographer's name.

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## A Creative Idea for Selling Prints

Here is a great way to sell your photos as prints. Approach some local businesses such as restaurants and cafés and convince the owners to put your photographs on their walls.

They will get free art to decorate their walls and you will get to display your pictures along with a price tag.

It's also quite a good idea to offer a commission to the business for each sale they make on one of your prints.

The key to success with this idea is to approach businesses that have a steady stream of customers such as restaurants and cafés, doctor and dentist surgeries, bars and even sporting clubrooms.

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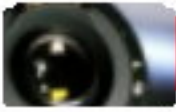


## Creating the Prints

You can either sell your prints unframed, work with a framing store to frame the photos, or you could have specially made prints made.

For example at SmugMug you can order beautiful prints that float off the wall without frames.





## **Section 3**

### **Taking Good Photographs**



## Rules of Composition

Good composition involves the visual arrangement of all the elements in a photograph.

Since the early days of photography, photographers have been aware that certain methods of composition will typically result in better photographs.

For that reason you should have a good working knowledge of the main rules of composition for photography. We haven't included every rule, just a few of the main ones to get you started.

We recommend that you learn and start to use these rules, if you are not already. Then if you want to break them later because you believe it will result in a better picture, go for it.

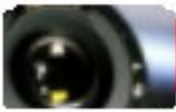
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### The Rule of Thirds

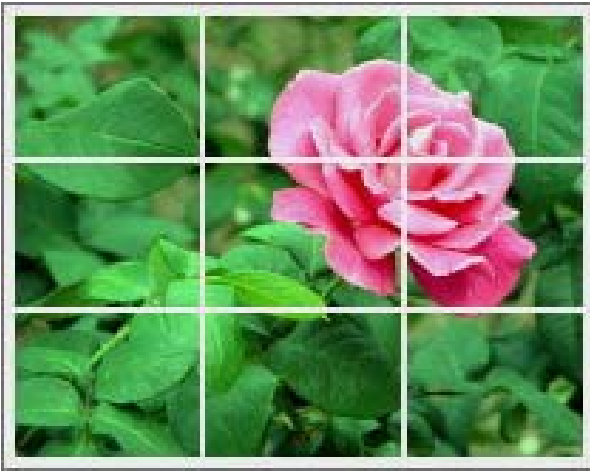
Imagine the picture divided into a grid of 3 x 3 equal squares, with two vertical and two horizontal lines like in a "noughts and crosses" game.



The rule of thirds recommends that you position your main subject off-center, around one of the points where two lines intersect.



## Sell Your Digital Photos



Following this rule will often produce a better picture than if the subject was centered in the frame.

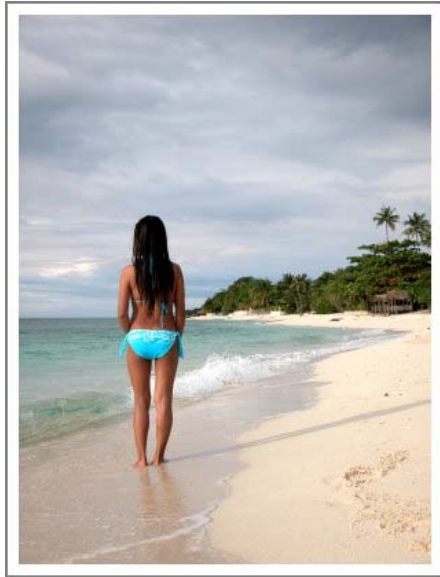
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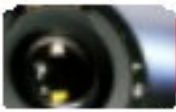


# Sell Your Digital Photos

## Lead-in Lines

Use a natural diagonal line or gentle curve such as a path, a fence, a road or a river to 'lead the eye' into the picture.





## The Frame

This rule says to use an object to frame the principal subject. You might be able to use an overhanging branch or a doorway.

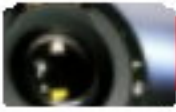


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## Show Scale

Sometimes it is important to show scale, for example with grand landscapes or with photographs of small objects.





## How to Prepare for a Photo Shoot

Don't go to a photo shoot unprepared. Here are some tips to follow when getting ready for your next important photo session.

---

### 1. Plan Your Photo Shoot in Advance

Brainstorm before you go and make a list of all the photos, subjects and angles you want to shoot. Consider the places, attractions, activities, and scenery. Consider people and poses. Evaluate possible backdrops and lighting conditions.

---

### 2. Know Your Camera's Features

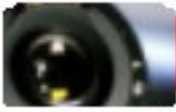
It is a good idea to read through your camera manual again so you are familiar with all the features that your camera offers. You may be surprised to discover a feature that you haven't used for a while or that you had forgotten.

---

### 3. Test Your Camera

There is nothing more embarrassing than discovering at a photo shoot that your camera isn't working. Test it before every major shoot. It is vital to know in advance that your camera is functioning properly.

Take a few shots and upload these to your computer to check that everything is working satisfactorily.



Don't forget to check the resolution is on an appropriate setting. There's nothing worse than discovering after a shoot that all your photos were taken using a smaller resolution because you used it last week to take some pictures of your pet goldfish.

---

## 4. Do You Have Enough Memory Storage?

Make certain that you have sufficient [memory card storage](#) to hold all of the photographs at a high resolution.

---

## 5. Charge Your Camera Batteries

Be sure your camera batteries are fully charged. Always take some [spares](#). And don't forget to pack the power cord so you can recharge your batteries on site, if it becomes necessary.

---

## 6. Clean Your Lenses

Always clean a lens using proper [lens cleaning equipment](#). By doing this you will be able to remove fingerprints and dust particles without damaging the lens. See Section 5.

---



## 7. Pack Your Accessories

Depending upon your photo session you will probably need to take a combination of lenses and filters as well as your flash. And of course, don't forget your tripod.

If you are taking a trip you may also need the cable to connect your camera to a PC or laptop.

It is a good idea to take a few plastic bags in case you need to protect your camera or other equipment against moisture. And an umbrella might come in handy if you are shooting in wet conditions.

---

## 8. Pack a Backup Camera

Always take a back up camera to an important photo shoot. Rent a spare camera body if you don't have one. You might also consider taking a one-time-use, waterproof camera which could serve as a secondary backup as well as being useful for any beach or underwater shots.

---

## 9. Check the Weather Forecast

Check the weather forecast in advance, and prepare contingency plans just in case it doesn't turn out as you expected.

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### Where Can You Find a Model?

Thanks to the Internet a model for your next photo shoot may be just a few clicks away. Try these web sites:

#### Model Mayhem

A web site where amateur models who want to break into modeling can register and arrange for photo shoots. The arrangement is typically TFP (Time for Pictures) or TFCD (Time for CD). In other words you agree to provide them with photo prints or a CD with the photos, in exchange for their time and work modeling for you.

<http://www.modelmayhem.com>

#### One Model Place

An online community where models and photographers can upload their portfolios, interact and do business.

<http://www.onemodelplace.com>

---



## Building Your Portfolio

Every professional photographer should keep a portfolio of their best work.

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### What is a Portfolio?

A portfolio displays samples of your best photography and is an essential tool for winning assignment photography.

The photographs don't need to have been purchased or published – they simply need to represent the very best of your photography.

We're referring to a physical portfolio here, not just an online portfolio. It is true that you can display your portfolio of work online, but you also really need to have a physical portfolio that you can carry to meetings with prospective clients.

---

### Putting Together Your Portfolio

Most photographers display their portfolio in a black folder or album. While the cover or folder is secondary - it's really what's inside the portfolio that counts - a nice cover will nevertheless help to convey the fact that you are a professional.

Select 15-20 of your best photographs to display. Make certain they are printed on high-quality photographic paper and not just cheap printouts from your PC printer.



## Sell Your Digital Photos

Assemble your portfolio in a way that you can still make changes later. Your portfolio will change over time as you shoot some better pictures.

Also, you may need to change some of the pictures before a particular meeting depending on who the prospective client is and on the purpose of the meeting.

Some photographers find it helpful to maintain two or more portfolios, for example one for portraits and one for landscapes.

---



## Portrait Photography

Portrait photography is one of the most popular types of photographic service or assignment performed by photographers. You can still get started in portrait photography even if you don't have your own professional studio.

---

### What Is A Portrait?

A photographic portrait is an image that captures not only the physical likeness of a person, but also some (typically positive) aspect of the person's character or personality.

A good portrait tells us something about the subject.

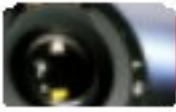
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### What Is Required of a Portrait Photographer?

A portrait photographer must learn to study people in order to be able to capture a representation of them in a photograph.

A portrait photographer will often study the subject's:

- body language
- mannerisms
- expressions
- reactions



After studying the subject, they then make a decision as to how the subject might best be captured in a portrait shot.

---

### **Controlling the Background**

With portrait photography it is essential to control the background. The purpose of a controlled background is to focus attention entirely on the subject and to eliminate any other elements that might be distracting.

In a portrait studio this is often accomplished using seamless background paper. Another way to control the background is to use a fast telephoto lens with very little depth of field. That way the subject's face is kept in focus while everything else remains out of focus.

If you don't have a dedicated studio room don't worry, you can still put together your own background, or buy a [portable backdrop kit](#) for this purpose.

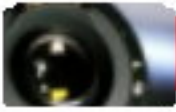
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### **Controlling the Lighting**

The other important thing to control is the lighting. How you do this will be different for indoor and outdoor shooting.

#### Indoors

The best light for shooting portraits indoors is soft, off-camera lighting. A good solution is to position the subject near to a large window and use a reflecting surface on the other side of the subject.



If you decide to use artificial lighting, use lights on stands or hanging from the ceiling. You can then select the angle from which the light strikes your subject.

If you don't already have artificial lighting which is suitable for this purpose, you could consider purchasing an inexpensive [portable lighting kit](#).

### Outdoors

The best light for shooting portraits outdoors is on an overcast day. If it's a sunny day you'll need to use a reflector or electronic flash to fill in shadows around the face and under the eyes.

---

### **Don't Forget a Tripod**

You will definitely need to use a tripod for portrait photography since you'll be shooting in low-light.

---

### **Lenses for Portraits**

One of the problems of photographing a subject "up close" is that their nose is **relatively** close to you compared to the rest of their face and this can result in the nose being over-emphasized.

To deemphasize the nose, portrait photographers will typically use lenses of 90 to 135 millimeters and shoot from 10 to 15 feet away.

---



## Additional Tips for Portrait Photographers

Here are some additional tips to improve your portrait photography:

1. **Shoot at eye level**
2. **Get close**
3. **You don't have to get the subject to smile.** A serious or thoughtful expression will sometimes reveal more of the subject's character and result in a better portrait.
4. **Draw the subject out by talking** with them, both before and during the photo session. This will bring out their interesting and revealing expressions much more than if they simply try to pose.
5. **Consider placing your subject off-center.** Remember the rule of thirds.
6. **Consider using black and white.** Portraits of people often look better in black and white.

For some very good examples of portrait photography along with several additional tips visit:

[www.cameracareer.com/i/portraitexamples.htm](http://www.cameracareer.com/i/portraitexamples.htm)

We also recommend the guide, [Posing Secrets](#)

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## Wedding Photography

A wedding is one of those occasions that people want to remember forever. A couple's wedding photos help to preserve the memories and also enable the happy couple to share the occasion with people who couldn't make it on the big day – that usually includes their children!

As a wedding photographer you need to have good people skills and good posing skills.

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### How Much Should You Charge?

A typical wedding package includes 6 hours of photographing, a DVD of images, and an album or coffee table-style book.

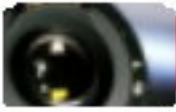
The fees to charge really depend a lot on the market rates for wedding photography in your local area. It is not the same from one city to another.

As a rough indication many photographers in USA base their fees on a rate of approximately \$200 to \$300 per hour, so an average wedding package might come to \$2,000 to \$3,000, or \$5,000 in major cities.

---

### How to Get Started

One of the best ways to develop your wedding photography skills is to practice with a model. Take images in various lighting conditions and determine which combinations give you the best images.



And watch closely next time you are at a wedding where a professional photographer has been hired. Perhaps you can try to take a few additional shots for the couple and see how well you do.

We have some more tips for wedding photography below, but you might also want to take a look at these [Wedding Blueprint DVDs](#).

---

### **Which Lenses Are Best?**

For weddings you will need lenses with a maximum aperture of f/2.8 or even larger. That's because you will often be working in dimly-lit churches and reception halls where you need to use the available light.

A lens with a big aperture gives you the option of not using your flash, which is important because some people will not want continuous flashes throughout the wedding. And some wedding locations have restrictions on flash photography during the ceremony.

#### **Lens #1**

A zoom lens of 24 – 70 mm is one of the most useful lenses for wedding photography. It is wide enough to take group photographs but still OK to zoom in for a portrait shot.

#### **Lens #2**

A wide-angle zoom lens (e.g. 15 – 35 mm) will allow you to take photographs even in confined spaces such as the bride's dressing room.



### Lens #3

Some wedding couples will ask you to keep as much out of the way as possible. A telephoto zoom (e.g. 70 - 200 mm) will help you to keep a distance. With this lens for example you could still take shots down the aisle from the rear of the church.

---

### Take a Backup Camera

You should never go to photograph an event as important as a wedding with only one camera body. Always bring a back-up camera.

If you don't own a second camera, rent one. You can rent camera bodies and lenses from:

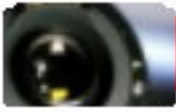
- Borrow Lenses - [www.borrowlenses.com](http://www.borrowlenses.com)
- Lens Rentals - [www.lensrentals.com](http://www.lensrentals.com)
- Samy's Camera - [www.samys.com](http://www.samys.com)

Unlike with other types of photography assignment, this is a one-off event. You only get one chance to do it right. So don't muck it up, or your reputation and career as a wedding photographer will be ruined.

---

### Wedding Photo List

Following is a list of shots that normally comprise a wedding photography list. However no list of wedding photos can be truly complete. You never know what spontaneous moments may occur on the day and as the official photographer you should try to capture those memories as well.



## Before the Ceremony

- Zipping or buttoning up the wedding dress
- Bride putting on garter
- Bride looking into mirror
- Bride and bridesmaids putting on makeup
- Bride ready to go - full length shot
- Portrait of father and bride – full length and close up
- Portrait of mother and bride – full length and close up
  
- Groom putting on tie
- Groom looking into mirror
- Groom with groomsmen
- Groom with dad, hugging or whispering advice

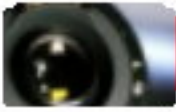
## Ceremony

- Exterior of ceremony site
- Inside wide shot of ceremony space
- Close up of guest book
- Close up of pew decorations
- Guests arriving
- Groom waiting for bride to arrive, perhaps looking out a window



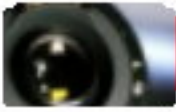
## Sell Your Digital Photos

- Car arriving with bride
  - Bride stepping out of car
  - Flower girl and ring bearer walking down aisle – front and back
  - Maid of honor walking down aisle
  - Bridesmaids walking down aisle
  - Close up of bride immediately before making entrance
  - Bride and father walking down aisle
  - Back shot of bride and father walking down aisle – with groom waiting in distance
  - You might want a close up of groom's face seeing bride for first time, although this might need to be shot beforehand due to time constraints.
- 
- Wide shot of audience from bride and groom's point of view
  - Back shot of bride and groom at the altar with officiant between them
  - Shot of each set of parents' as they witness ceremony
  - Wide shot of bride and groom saying vows
  - Close-up of bride's face as seen over groom's shoulder
  - Close-up of groom's face, as seen over bride's shoulder
  - Close-up of each hand as rings are exchanged
  - The kiss
  - Bride & groom walking up aisle together
  - Guests throwing confetti as bride & groom walk out hand in hand
  - Bride & groom in back seat of car



### **Posed Photography – Usually Taken Before the Reception**

- Full length shot of bride alone
- Full length shot of groom alone
- Full length shot of bride and groom smiling
- Full length shot of bride and groom hugging
- Full length shot of bride and groom kissing
- Bride being lifted or carried or sitting on groom's lap
- Close-up of bride and groom faces as bride is lifted or carried or sitting on groom's lap
- Bride with her parents
- Groom with his parents
- Bride with parents of groom
- Groom with parents of bride
- Bride with maid of honor
- Bride with bridesmaids
- Groom with best man
- Groom with groomsmen
- Bride & groom with entire wedding party
- Bride & groom with flower girl and ring bearer



## Reception

- Bride & groom arriving
  - Close-up of table setting
  - Close-up of bride and groom's place card
  - Bride showing ring to guests
  - Bride and groom hugging guests
  - Bride & groom's table (head table)
  - Wedding cake
  - Food
  - Speeches & toasts, especially best man's
  - Bride and groom faces as they listen to the toasts
  - Bride and groom whispering to each other
  - Bride & groom's first dance
  - Bride & father dancing
  - Groom & mother dancing
  - Parents and/or grandparents dancing
  - Crowded dance floor
  - Close-up of band (or DJ)
  - Children dancing or playing
  - Bride & groom cutting cake
  - Bride and groom feeding each other
  - Bride throwing bouquet
  - Groom retrieving garter
  - Bride and groom in back seat of getaway car
  - Back of car as it drives away
-



## Baby Photography

The main difference with photographing babies is that they don't have a clue what you're doing and they also have a very limited attention span.

With newborn babies you will find your options limited because they don't move around much. Close-up head shots are a good idea. Or maybe some photos together with one or both parents.

When they are a few months old babies tend to be more mobile and interact more with their environment. They can be a lot of fun to photograph at this age, but work fast because they will probably become restless, tired, or cranky soon.

---

### Always Remember To...

...**Explain to the parents** beforehand that flashes and studio lights will not harm their babies. Point out that strobe lights are safe to use with kids.

...**NOT handle babies** without asking and receiving their parent's consent, especially with newborns! Remember that most new parents are extremely protective.

---



## Tips for Baby Photography

Here are some additional tips to improve your baby photography:

- Use **natural light** if possible
  - Get down **on their level**
  - Get **up close**
  - Try to **capture emotions**
  - **Use toys** to keep babies entertained
  - Remember to get shots that **show scale**
- 

## Model Releases

If you plan to resell any baby photo be sure to get a model release form signed by the parents.

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## Landscape Photography

Landscape photography is popular among freelance photographers and people love to look at beautiful panoramic photography that captures some breathtaking scenery.

From a sales point of view, landscape photography can sell quite well - especially as prints but also as stock photography.

---

### What is a Landscape?

A landscape photograph is an image containing a section of scenery. The subject of a landscape photograph is the scenery itself.

If people or animals are included in a landscape photo they are usually included for the purpose of showing scale, and so they should be relatively small in the image.

---

### Critical Elements of Landscape Photography

When photographing landscapes the critical elements are light, timing and weather.

- Early morning and late evening are usually the best times for shooting.
- Consider using a polarizer filter. It will darken the sky, take the glare off water and other reflections, and will saturate colors in the image.



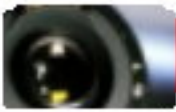
- Use a tripod, even on sunny days. That's because you will probably be using a very small aperture to achieve great depth of field.

---

### Composition of Landscapes

Keep in mind the following tips for composing good landscapes.

- **Include a strong point of interest.**  
It could be a tree, a boat, a mountain.
- **Position the point of interest off-center.**  
Remember the rule of thirds.
- **Include an interesting object in the foreground.**  
Use a rock, a log or perhaps some flowers to add depth to your landscape.
- **Use lines to lead the eye.**  
Perhaps there is a fence, a road or a stream you can use for this.
- **Show scale.**  
You could do this by including a person or perhaps a car or boat. Make sure they appear relatively small in the image.
- **Experiment with your camera's "panoramic" setting.**



## Architectural Photography

Architectural photography involves taking photos of architectural structures such as buildings, bridges, and towers.



For buildings it can involve photographing both exteriors and interiors.

The key to good architectural photography is to understand image distortion and in being able to determine the best lighting conditions to photograph a building.

---

## Lighting & Conditions

The time of day can make an enormous difference when taking architectural photographs.



Early morning and late afternoon are excellent times to photograph.

Side lighting from the sun will produce long shadows, adding mood to your image.



It also brings out textures on the walls and can be used to highlight intricate architectural patterns.

At night a transformation takes place. Buildings that looked plain and boring during the day can come alive as the evening approaches and the lights are turned on.

---

### Image distortion

The main challenge with photographing buildings is converging vertical lines, which tend to distort the image.

This happens particularly if you take a photo of a tall building from near to the base. The vertical lines of the building appear to go inwards, so it looks a bit like the building is leaning over.



The important thing to remember is that you need to keep the lens parallel to the edge of the building that you don't want to converge.

Try this exercise.



Keep the camera level and aim at the base of a building. In doing this you have probably cut off the top of the building. Now move backwards until it fits in the frame again. But now you may find that the building is too small in the frame.

One solution is to find an elevated position nearby, for example partway up an adjacent building.

Another solution is to use a Tilt-shift Lens (TS) which will compensate for the image distortion. This is a lens capable of both tilt and shift movements. In other words the lens can shift or tilt with respect to the camera body, film plane, or sensor.

One example of a good tilt-shift lens is [Canon's TS-E 24mm f/3.5L](#).

---

### **Permission & Property Releases**

Be aware that you may not be allowed to sell photographs of buildings that have been copyrighted or trademarked. In such cases you should first seek to obtain permission and a property release.

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## Night Photography

Night photography can be spectacular and dazzling.

Urban landscapes which were boring during the day undergo a magical transformation and really come alive at night.



Good night photography results from using a wide aperture, a low ISO setting, and slow shutter speeds.

---

### Things to Remember

When photographing at night you will probably get a better shot if you remember to:

#### Disable the Flash

You will get better detail in low-light conditions if you use a long exposure time to collect the light, instead of using your camera's flash.

#### Use a Tripod

With long exposures your camera must be perfectly still to avoid blurring. It is absolutely essential that you use a tripod for night photography.



### Use the “Self-Timer”

Even though you may be using a tripod, pressing the trigger with your finger can cause a photo to blur slightly. If you use your camera’s “self-timer” mode it will prevent this from happening.

### Bracket your Shots

With night photography it’s often a good idea to bracket your shots. Bracketing involves taking a series of photographs of the same picture at various exposures, so that you can then choose the best photo later.

---

### Suggested Exposure Times

You should experiment with your own camera to determine the best settings for night photography.

However, here are some suggested exposure times for different types of night shots:

Buildings and Cityscapes: 2 to 30 seconds.

Fireworks: 3 to 5 seconds.

Fountains: 2 to 5 seconds.

Night Portraits: 3 seconds with flash.

---



### Additional Tips

- **Safety First**

If you are photographing in dark areas, especially near traffic, wear bright reflective clothing that makes you visible.

- **Bring a Flashlight.**

It will make getting to the location and working in a dark place that much easier.

---



## Nature Photography

Taking photos of flowers, birds, animals, and insects can be interesting and lots of fun too. Plus you get to enjoy the outdoors. What a lifestyle!

You may find that there is less demand for nature photography at stock photography sites, but they can still be sold as prints and turned into great products.



---

## Tips for Nature Photography

When photographing nature, keep in mind these tips:

- **Overcast days** are always great days for nature photography.
- **Get in close.** Use either a macro lens or a telephoto lens on a tripod.
- **Use a large aperture** so that you can isolate the subject and blur the background.
- **Use your flash**, even on bright days, to sharpen the picture.
- **Employ the weather.** For example, early morning mist will leave droplets of water on flower petals and spider webs.



## Glamour Photography

Glamour photography is a term used to describe a wide range of photography.

At one end there are partial nude photos like those used in the marketing of perfume and lingerie. At the other end are erotic images and full nudes that are published in adult magazines and on adult web sites.

There always seems to be a high demand for glamour photography and it tends to pay relatively well.



---

## Glamour Photography Tips

- **Use a studio** if possible.
- If you don't have access to a studio, you can still shoot glamour shots **outdoors**.
- **Use natural light** where possible.
- Consider using **a filter to defuse** or soften the image and add mood to your glamour portraits.



### Where to Find a Model

As mentioned earlier in this book, the following web sites may be helpful if you are looking for a model.

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#### Model Mayhem

A site where amateur models who want to break into modeling can register and arrange for photo shoots.

The arrangement is typically TFP (Time for Pictures) or TFCD (Time for CD).

In other words you agree to provide them with photo prints or a CD with the photos, in exchange for their time and work modeling for you.

<http://www.modelmayhem.com>

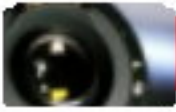
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#### One Model Place

An online community for models and photographers to upload their portfolios, interact and do business.

<http://www.onemodelplace.com>

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## Fashion Photography

Women's magazines around the world are always purchasing good fashion stock photography.

Be forewarned, however - fashion photography is a tough market to break into, but it's very lucrative if you can do it.

---

### Requirements for Fashion Photography

A fashion photographer must be able to take excellent portrait photography, but just as importantly must be able to take photographs for the advertising market. That means **the images must be able to sell fashion designs and clothes.**

To be a good fashion photographer you will need to:

- be a good portrait photographer
- have a love of fashion and clothing design, and
- be good with relationships. You will be constantly working with models and fashion editors. And some of them can be tough characters to work with. It can be very demanding work!



### Tips for Getting Started

- Build up a portfolio of fashion photography. Hire a model if you need to.
  - Submit your portfolio to fashion editors and fashion agencies.
  - Keep up to date with fashion trends and the latest fashion magazines.
-



## **Section 4**

### **Editing Your Photographs**



### Editing Digital Photographs

After taking a good digital photograph you may still want to make some adjustments to the image before selling it. You can do this with photo-editing software.

At the very least you might want to tweak the brightness, contrast, or adjust the color balance. Perhaps you need to remove some “red-eye”.

Or you might want to make some major alterations such as removing backgrounds, merging two or more images, and even adding special artistic effects.

---

### Check Policies Before Editing

When you are selling your photography through agencies or microstock sites and you should check their submission policies first.

Likewise if you are shooting photography on assignment you should check your client’s requirements.

Some stock photography sites do not accept artistic work and others do.

Some photography clients – for example insurance companies - strongly oppose any editing of the photographs since they may be used for investigative purposes and they must be exact photos of the scene.



### **Backing up Before You Begin**

**Always make a back up** of your originals before you start editing your photos.

That way if the editing doesn't work out as you hoped, you can always go back to your original photo.

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## Photo Editing Software

There are many different photo editing applications and you may already own one that was supplied with your digital camera.

Here are some of the more popular applications used by freelance photographers.

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### Adobe Photoshop

Adobe Photoshop is undoubtedly one of the best photo editing applications.



If you can afford a copy (at a cost of around \$600) you'll have a powerful application that enables you to perfect your images with nondestructive filters and powerful color-correction, cloning, healing tools, etc.

You can also use Adobe Photoshop to create sophisticated composites with tools for automatically aligning and blending layers, making quick selections, etc.

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## Adobe Photoshop Lightroom

Adobe Photoshop Lightroom enables you to get the absolute best from every image you shoot with world-class editing power, breeze through your digital photography tasks quickly and efficiently, and experiment with state-of-the-art nondestructive editing tools, including world-class noise reduction. It costs around \$250.



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## Adobe Photoshop Elements

Adobe Photoshop Elements costs considerably less than Adobe Photoshop, but is still a powerful photo editing application that may do everything you require. It costs close to \$80 or possibly even \$60 if you qualify for a rebate.



You will be able to:

- Make your photos look their best with easy-to-use editing tools
- Do more with your photos in unique creations for print and web
- Easily find and view all your photos and video clips
- Easily perform advanced retouching and enhancing image-selection tools and amazing compositing capabilities.
- Share your stories in imaginative photo books, scrapbook pages, slide shows, and interactive web galleries.



## Noise Ninja

This is a neat and very effective application for removing noise and grain from your digital photos.

It is a must-have tool for anyone shooting in low-light or fast-action situations, including news, sports, wedding, and event coverage, where high ISO photography is required and the resulting noise compromises the image.

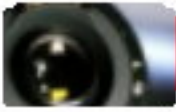
Noise Ninja yields a huge improvement in image quality while preserving important image detail. In addition, it can produce cleaner, smoother enlargements from low-ISO images.

Here is the link for the Noise Ninja web site:

[www.picturecode.com](http://www.picturecode.com)

You can also find it at [Amazon](http://Amazon).





## Special Effects for Fun

Here are some cool special effects that you can apply to your images.

### [Dumprr](#)

At Dumprr you can upload a photo and instantly convert the image to the following effects: jigsaw effect, sketch, Rubik's cube, at the museum, and more.



### [MagMyPic](#)

Turn your photo into a fun 'lookalike' magazine cover.



### [Warhol Effect](#)

Turn your image into Warhol Pop-art at BagsofLove.





## **Section 5**

### **Digital Cameras & Equipment**



## What Equipment do You Need?

As we stated earlier you do *not* need to purchase ultra-expensive printers or photography equipment to be a freelance photographer.

The main items you **will** need are:

- a Digital SLR camera and lenses
- tripod
- a computer
- photo editing software, and
- a connection to the Internet.

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## Additional Equipment

You could start taking photographs without some of the following equipment. But if you start without these items, you should make it your goal to eventually obtain this equipment as you build your photography business.

- [Lighting](#): artificial light sources and reflectors.
- [Filters](#): such as polarizing and diffusing filters.
- [Backgrounds](#): especially useful for portrait photography.
- Shutter release cable or remote control unit: so you can release the shutter without touching the camera.
- A [light meter](#) (see our chapter on this a little later).





## Sell Your Digital Photos

- Spare [battery packs](#).
  - Spare [memory cards](#).
-



### Understanding Digital Photo Resolution

The resolution of an image is determined by the number of pixels it contains and is an indication of image quality.

The number of megapixels can easily be calculated by multiplying the pixel length of the height and width of the photograph.

For example a photo of 1,600 by 1,200 pixels has resolution of:

$$1,600 \times 1,200 = 1,920,000 \text{ pixels or } 1.92 \text{ megapixels}$$

(This is different to Megabytes. Megabytes refers to the file size, which is the amount of storage space required and will be affected not only by the resolution but also by factors such as colors in the image.)

---

### What is the Minimum Resolution Requirement for Stock Photos?

This minimum resolution is different at each agency and microstock site. In 2008, at the time of writing the first edition of this book, most microstock photography sites had their minimum resolutions set in the range of 3 to 4 megapixels. Now you should be shooting at a minimum resolution of 5 megapixels or even higher.

This will change as cameras improve so be sure to keep an eye on each stock web site's current minimum. As we move into the future, minimum resolutions will no doubt rise further, so it makes good sense to shoot your photos now at the highest resolution possible. This will



help to protect your ability to keep selling those images for longer in the future.

If your memory card does not have sufficient capacity to hold them, get some additional [memory storage](#)!

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### **Should You Shoot in RAW Format or JPG?**

There is some debate among photographers over whether to have the images saved initially in RAW format or compressed as a JPG. Here is a brief summary.

RAW images are in a purer form but take up more space on your memory card because there is no in-camera processing performed on the image before it is saved. With JPG images, the file size is smaller because the camera has already performed some compression on the file.

For photographers who have plenty of time to work on each image, RAW images will allow greater image manipulation.

However many freelance photographers choose to save their images in JPG format which provides sufficient quality and usually requires less time to edit and manipulate the image.

---



### Choosing a Digital Camera

One of the most important decisions you will make as a freelance photographer is selecting a new digital camera.

It is not our intention to recommend a particular model and there are new models coming out all the time anyway, so any recommendation we make would quickly become outdated. However we think you would do well to consider an advanced digital camera from a leading camera manufacturer such as Canon or Nikon.

The following is intended as a guide of what to look for when you purchase your next camera.

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#### DSLR

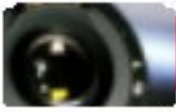
If you can afford one you should choose a "DSLR" camera with interchangeable lenses.

In a Digital Single Lens Reflex (SLR) camera the same lens is used for viewing and taking the picture. For viewing, a mirror in the body directs light from the lens up into a prism. When taking a picture the mirror flips out of the way immediately before the picture is taken.

You can check out the leading manufacturer's latest models of digital camera at:

[www.cameracareer.com/i/DigitalSLRs.htm](http://www.cameracareer.com/i/DigitalSLRs.htm)

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## Minimum Resolution

When buying a digital camera keep in mind our previous chapter on minimum resolution and be sure to check what the microstock sites and stock agencies are currently setting as a minimum resolution for images.

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## Digital Zoom

When considering a camera or lens's zoom capabilities you need to be concerned with **optical zoom capabilities**, not the digital zoom.

The reason is that the digital zoom simply expands a portion of the image into the entire frame, and reduces the overall image quality in the process.

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## Lenses

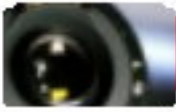
Make certain you purchase a camera with interchangeable lenses.

When choosing lenses, consider:

- **Aperture**

The aperture of a lens refers to its maximum opening. The bigger the aperture, the more light is gathered, and the less light you need to take a good photograph.

Lens aperture is measured in f/numbers. An aperture of f/2.0 means the lens opening is half the focal length of the lens. The higher the number, the smaller the lens opening.



A zoom lens may be described as "f/2.0 - f/4.5" which means that the maximum aperture is f/2.0 at it's widest angle setting and f/4.5 when it is zoomed in.

- **Zoom range**

Zoom lenses have variable focal lengths and the magnification is determined by the focal length of the lens. For example, let's look consider a 35 - 80 mm zoom lens:

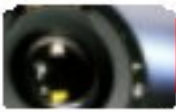
At a wide-angle setting of 35mm the lens is good for taking pictures with a wide viewpoint (such as a landscape).

And if it is zoomed in to a setting of 80 mm it will be good for taking close up photos of distant subjects.

You can check out some of the latest lenses from leading manufacturers here:

<http://www.cameracareer.com/i/lenses.htm>

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## Aperture and Shutter Control

Make certain the camera you are considering offers the ability to turn off the fully automatic setting so that you can set the camera to aperture priority mode or shutter priority mode.

In aperture priority mode you are able to select the aperture and the camera automatically sets the appropriate shutter speed for the correct exposure.

In shutter priority mode you are able to select the shutter speed and the camera automatically sets the appropriate aperture for the correct exposure.

---

## Other Considerations

You should also take into consideration:

- the type of [memory storage card](#).



- the battery life and the type of battery (how easily can you purchase [spare batteries?](#))



## Sell Your Digital Photos

- whether there is a “hot shoe” to connect a flash unit





### How to Use a Light Meter

A light meter is a device used to measure the amount of light, so that the camera's shutter and aperture can be set to the most appropriate settings.

There are two main types of metering, **reflective light metering** and **incident light metering**.

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#### Reflective Light Metering

Reflective light metering measures **the light reflected from a subject**.

Most cameras use reflective light metering. The camera has an internal meter that measures the light reflecting from the subject into the camera lens.

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#### Incident Light Metering

Incident light metering measures the **light falling onto a subject**.

Portable light meters are used by photographers to measure incident light.

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### Using a Light Meter

To use a light meter, set the light meter and the camera to the same shutter and ISO settings.

Next, using the light meter, take a reading of the incident light falling onto your principal subject. You do this by holding the light meter directly in front of the subject.

The light meter will then specify the correct aperture setting you should use.

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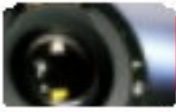
### Recommended Light Meters

There are several good light meters available.

The [Sekonic L-358 Flash Master](#) is a weatherproof digital incident & reflected flash and ambient light meter – it is an excellent choice for indoor and studio work.

The more advanced [Sekonic - L-758DR Digital Master Meter](#) is good if you are shooting a lot of outdoor scenery.

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## Back Up Your Digital Photography

Always make a back up of your photographs. In fact you should make more than one back up. Read on and you will understand why.

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### Backup to a Separate Device

It is a really, really bad idea to have your back up on the same hard drive. If the hard drive fails or crashes, and believe us they do, then you will lose your backup along with the original.

Always back up to a different hard drive or storage device. If you have a CD writer on your PC then save your photos to a blank CD or DVD.

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### Store a Backup Off-Site

We strongly recommend that you keep a DVD backup at a secondary location, such as your office or the house of a family member.

Alternatively use the services of a photo-sharing web site to upload your images off-site. You may want to protect those images from public viewing to avoid people copying them.

It's not much use having your back up on DVD, sitting beside your PC, if there is a fire in your house.

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### **Always Back Up Before You Touch Up**

Always make a copy of your originals before editing or retouching your photos. That way if you're not pleased with the results you can still go back to the original photograph.

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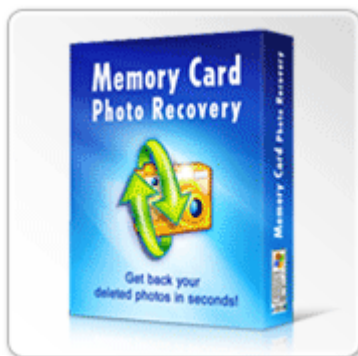


## How to Recover Deleted Photos

Have you ever accidentally deleted your photos from your camera or memory card? We have!

That's why we recommend Memory Card Photo Recovery software. You can rescue any of your deleted photos at the press of a few keys.

And it works with all types of memory card and camera.



Download your copy today!

[www.camericareer.com/i/recoverphotos.htm](http://www.camericareer.com/i/recoverphotos.htm)



### Cleaning Your Camera

Taking proper care of your equipment is an important part of working as a photographer.

It's not very amusing to finish an important photo shoot and discover there was a small hair in all the shots, or a smudge on the lens. You must know how to check and clean your camera regularly.

Start by examining the camera parts for anything obvious with your eyes, but that is really just a start. The best way to check your camera properly is to take a couple of shots of a blank surface (such as a wall) and then a couple of shots of a random landscape.

Now check the photos. Don't simply look at them in the viewfinder because the image will be too small and marks won't show up. View them at full size on your computer screen.

It may well be time for cleaning. Let's look at how to do that because if you don't know how to do it properly you could end up causing some very expensive damage to your camera or lenses.

---



## Lens Cleaning

You must use proper lens cleaning equipment to clean a camera lens.

The items you will need are:

- [Blower](#) – use this to blow dust off the lens.
- [Microfiber Cloth](#) – use this to wipe off fingerprints.
- [Lens Cleaning Fluid](#) – use this to remove stubborn dirt or smudges that the above items couldn't remove.

You can get lens cleaning kits at your local photography shop or [here](#).

---

## Sensor Cleaning

You will probably find that dust tends to gather on the filter or clear glass plate covering your camera's sensor.

**Take extreme care not to scratch anywhere on or near the sensor.**

Some cameras have a "sensor cleaning mode". Check your manual. Use this mode so you can clear any dust with your blower. Otherwise visit a camera repair shop and have it cleaned by a professional.

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### **Mirror Cleaning**

Actually it is quite difficult to clean the SLR mirrors without damaging them or making them worse.

But here's some good news. Any objects on your mirrors will not show up in your photos because the mirrors lift out of the way when you are taking a picture anyway.

So you could just leave this and have your camera's mirrors cleaned occasionally by a professional.

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## **Appendices**



## ***Glossary of Photography Terms***

Here is a glossary of digital photography terms. Because this book concentrates on digital photography we have deliberately left out some photographic terms which relate primarily to film photography.

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### **Aberration**

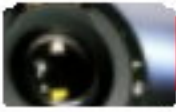
An imperfection in an image, caused by the optical system or lens.

### **Air Brushing**

A method of retouching photographs where the appropriate color is digitally “sprayed” on to selected areas of the image.

### **Ambient Light**

The available natural light surrounding a subject. It refers to light that is not caused by any artificial light source (bulbs, flashes, strobes etc).



## **Aperture**

The lens opening. Usually formed by a metal leaf diaphragm inside the lens or the opening in a camera lens through which light passes to create an exposure.

Aperture size is calibrated in f-numbers. An f-number is a fraction which represents the diameter of the aperture. "f" represents the focal length of the lens, the slash means "divided by", and then the number. Example: a 50mm lens at f/2 is 50 divided by 2 or 25.0 mm. A 50mm lens at f/1.4 is 35.7 mm.

## **Aperture Priority**

An exposure mode on an automatic camera where you select the aperture and the camera automatically sets the appropriate shutter speed for the correct exposure.

## **Artificial Light**

Light from a man-made source such as a light bulb or flash.

## **ASA**

The original system of rating photographic materials, devised by the American standards Association. The ISO system is now used instead of ASA.



## **Autofocus (AF)**

A system by which the camera lens automatically focuses on a selected part of an image.

## **B (Bulb) Setting**

A shutter-speed setting for long exposures. If set to B the shutter will stay open while the shutter release button is depressed, until it is released.

## **Background**

The scene that appears behind the principal subject in an image.

## **Backlighting**

Light that comes from behind the subject, toward the camera lens, sometimes producing a silhouette effect.

## **Bracketing**

The process of taking a series of photographs of the same picture at various exposures so that the best photo can be chosen later.



## **Buffer**

The memory in the camera itself that temporarily stores a digital image before it is written to the memory card.

## **Butterfly Lighting**

A lighting arrangement where the main source of light is placed high, directly in front of the subject.

## **Cable Release**

A cable used to remotely trigger the camera's shutter. Often used for slow exposures when touching the camera might result in blurring of the image.

## **Camera Shake**

Camera movement such as that caused by an unsteady grip or poor support.

## **CCD**

A Charge Coupled Device is an electronic sensor capable of detecting subject contrast, used by autofocus cameras.



## **Color Balance**

Refers to the relative amounts of red, green, and blue primary colors in an image such that the image reproduces the colors of a scene correctly.

Also sometimes referred to as gray balance, neutral balance, or white balance.

## **Composition**

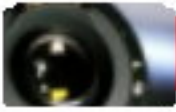
The visual arrangement of all the elements in a photograph: the subject, the foreground and background, and other elements.

## **Cropping**

The selection of only part of an image in order to create a more attractive composition.

## **Definition**

The clarity of detail in a photo.



## Depth of Field

Refers to the zone of acceptable sharpness in front of and behind the subject on which the lens is focused, i.e. the range of distance between the nearest and farthest objects that appear in focus.

Depth of field is affected by the aperture, focal length, and the distance from the lens to the subject. Less depth of field will be achieved by:

- a wider aperture
- a longer focal length
- a close distance to the subject.

## Diffuse Lighting

Light that is not predominantly incident from any particular direction. Like on an overcast day, it is light that is low or moderate in contrast.

## Diffuser

Any material that can scatter or diffuse light in order to soften the light.



## DPI

Dots per inch. A measurement of the resolution of a digital photo. The more dots per inch, the higher the resolution and quality of the image.

## Exposure

The quantity of light allowed in, controlled by the lens opening, when taking the photograph. Exposure is a product of the *intensity* of light and the *time* the light is allowed in ( $E = I \times T$ ).

## F-number (F/number) or F-stop

An f-number is a fraction which represents the diameter of the aperture.

"f" represents the lens focal length, the slash means "divided by", and then the number. Example: a 50mm lens at f/2 means 50 divided by 2 or an aperture with a diameter of 25.0 mm. A 50mm lens at f/1.4 has an aperture of 35.7 mm.

There is a standard progression of numbers based on a multiplication factor of approximately 1.41 (the exact number is the square root of 2).

1.0, 1.4, 2, 2.8, 4, 5.6, 8, 11, 16, 22, 32.

Each step down results in a halving of the amount of light allowed in through the lens.



## **Fast Lens**

A lens with a wide maximum aperture (low f-number).

## **Fill-flash**

The use of a flash to fill shadows such as on bright sunny days when shadows would be harsh on a portrait shot.

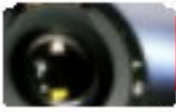
## **Film Speed**

The sensitivity of a particular film to light, indicated by an ISO (International Standards Organization) number, e.g. ISO 100. A higher number indicates greater sensitivity, faster and grainier.

Digital cameras have adopted the same rating system for describing the sensitivity of the camera's imaging sensor and usually have a control for adjusting ISO setting.

## **Filter**

A piece of glass or other material placed over the lens in order to manipulate the colors, sharpness and density of the picture or part of it.



## **Fisheye Lens**

An ultra-wide angle lens which provides 180 degree angle of view.

## **Flash**

An artificial light source produced using a high voltage. It provides a brief, intense burst of light.

## **Flash Memory Card**

A storage card used by many digital cameras.

## **Flat Lighting**

Lighting that produces very little contrast and a minimum of shadows.

## **Focal Length**

The distance between the film or sensor and the optical center of a lens when the lens is focused on infinity.

A lens with a focal length of:

- 50mm is a normal or standard lens.
- 24 to 35mm is a wide angle lens.
- above 75mm is a telephoto lens.



## **Focus**

The act of adjusting a lens to make the image appear sharp and well defined. This is achieved by moving the lens or part of it closer or further away.

## **Foreground**

The area between the camera and the subject.

## **Grayscale**

A photograph made up of varying tones of black and white. Grayscale photographs are also known as “black and white” photographs.

## **Histogram**

A graphic representation of the range of tones, from dark to light, in a photo.

## **Image resolution**

The number of pixels in a digital photo.



## **Incident light**

Light falling on a subject before it has been reflected by that subject. Some light meters measure incident light while others measure reflected light.

## **ISO Speed**

The sensitivity of a particular film to light is indicated by an ISO (International Standards Organization) number, e.g. ISO 100. A higher number indicates a faster film or greater sensitivity – it will also be grainier.

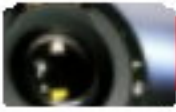
Digital cameras have adopted the same rating system for describing the sensitivity of the camera's imaging sensor, and they often have a control for adjusting ISO speed.

## **JPEG**

A standard for compressing image data developed by the Joint Photographic Experts Group. It is referred to “lossy” because some quality is lost during the compression process, although at some settings this will be minor and not visible to the eye.

## **Lens**

One or more pieces of optical glass or similar material designed to collect and focus rays of light to form a sharp image on a surface.



## **Lens Speed**

The largest aperture (smallest f-number) to which a lens can be set. A fast lens has a larger opening than a slow lens.

## **Light Meter**

An instrument with a light-sensitive cell that measures light reflected from or falling on a subject. Also called an exposure meter.

## **Macro lens**

A lens specially designed for photographing very near subjects.

## **Macro Photography**

Photography that produces an image larger than the size of the original subject.

## **Megapixel**

One million pixels.

## **Memory Stick**

A memory card that provides storage for photos.



## Overexposure

A condition when too much light reaches the film or digital camera sensor.

## Panning

A photography technique in which the camera follows a moving subject. The purpose is to bring the subject into sharp focus, while blurring, providing a strong sense of movement.

## Panorama

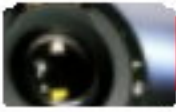
A broad view, usually scenic, such as a landscape.

## Photography

From the Greek words *photos* ("light") and *graphos* ("drawing"). It means "drawing with light."

## Pixel

From Picture Element. Digital photographs are made up of thousands or millions of pixels.



## **Polarizing Filter**

A filter that transmits light traveling in one plane while absorbing light traveling in other planes. It eliminates undesirable reflections from water, glass, and other subjects.

## **Portrait Lens**

A lens specifically designed for taking portraits. Portrait lenses have a long focal length and produce a slightly diffused image.

## **Program Exposure**

A mode on an automatic camera that automatically sets both aperture and shutter speed for correct exposure.

## **RAW**

The RAW image format is the format of the picture data as it comes directly off the CCD. It involves no in-camera processing (as used in the case of JPEG compression).

## **Red-Eye**

The red glow from a subject's eyes caused by a flash reflecting off the blood vessels in the subject's eyes.



## **Reflector**

Any device used to reflect light onto a subject to improve balance of exposure or fill shadows.

## **Resolution**

An indication of digital image quality determined by the number of pixels. The resolution can be calculated by multiplying the pixel length of the height and width of the photograph.

For example a photo of 1,600 by 1,200 pixels has resolution of  $1,600 \times 1,200 = 1,920,000$  pixels or 1.92 megapixels.

## **Retouching**

Altering or editing a photo after taking it, in order to change brightness, color balance, and even remove blemishes.

## **Self-Timer**

A function to delay the opening of the shutter for a number of seconds after the shutter release has been depressed. Mainly used so the photographer can get into the image, or to eliminate camera shake on long exposures caused by vibration while pressing the shutter release.



## **Sensitivity**

The sensitivity of a particular film to light is indicated by an ISO (International Standards Organization) number, e.g. ISO 100. A higher number indicates a faster film or greater sensitivity – it will also be grainier.

Digital cameras have adopted the same rating system for describing the sensitivity of the camera's imaging sensor, and they often have a control for adjusting ISO speed.

## **Shutter**

Usually a metal leaf diaphragm inside the lens or the opening in a camera lens that controls the length of time that light reaches the film or sensor.

Shutters can also be made from blades, a curtain, a plate, or some other movable component.

## **Shutter Priority**

An exposure mode on an automatic camera where you select the shutter speed and the camera automatically sets the appropriate aperture for the correct exposure.



## **Sidelighting**

A lighting arrangement where light strikes the subject from the side relative to the position of the camera.

## **Single Lens Reflex (SLR) Camera**

A camera designed so that as you look in the camera's viewfinder you actually see through the camera's lens. The camera's light metering and flash control functions also operate through the lens.

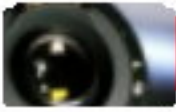
## **Slave Unit**

A flash "slave" unit is an accessory that enables you to fire multiple flash units without requiring each unit to be physically connected to the camera.

When a slave unit senses the light burst from the first flash (which is connected to the camera) it triggers an additional flash unit that is connected to the slave.

## **Soft Lighting**

Lighting that is low or moderate in contrast, such as on an overcast day.



## **Stopping Down**

Adjusting the lens aperture to a smaller opening for example from f/16 to f/22.

## **Strobe Light**

A flash that can fire repeatedly at regular intervals.

## **Subject**

The principal person or thing being photographed.

## **T (setting)**

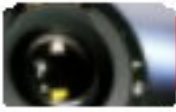
A setting that keeps the camera shutter open until the shutter is released or pressed a second time.

## **Telephoto Lens**

A lens that makes a subject appear larger on film (or as a digital image) than does a normal lens at the same camera-to-subject distance. Generally lenses greater than 75mm are referred to as telephoto lenses.

## **Thumbnail**

A small version of a larger photo.



## **Tripod**

A three-legged stand used to support the camera and hold it steady. A similar device with a single leg is called a monopod.

## **Tungsten Light**

Artificial room lighting from either tungsten filament or tungsten halogen lamps (e.g. from normal household light bulbs), but not fluorescent lamps.

## **Underexposure**

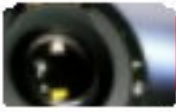
A condition in which too little light reaches the film or sensor, resulting in a dark image.

## **Wide-Angle Lens**

A lens with a shorter focal length and a wider field of view than a normal lens. Lenses under 35 mm are usually referred to as wide-angle lenses.

## **Zoom Lens**

A lens in which you adjust the focal length over a range of lengths.



## *Photography Organizations*

Joining a photography association or club can be a great way to meet other photographers, have your photography critiqued, and pick up new tips.

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### **USA**

APA - Advertising Photographers of America

<http://www.apanational.com>

ASMP - American Society of Media Photographers

<http://www.asmp.org>

ASPP - American Society of Picture Professionals

<http://www.aspp.com>

EP - Editorial Photographers

<http://www.editorialphoto.com>

Florida Professional Photographers

<http://www.fpponline.org/>

NANPA - North American Nature Photographers Association

<http://www.nanpa.org>

NPPA - National Press Photographers Association

<http://www.nppa.org>

Photographic Society of America

<http://www.psa-photo.org>

Professional Photographers of America

<http://www.ppa.com>



## Sell Your Digital Photos

Professional Photographers of California

<http://ppconline.com>

Southeastern Professional Photographers Association

<http://www.4seppa.com>

Stock Artists Alliance

<http://www.stockartistsalliance.org>

Texas Professional Photographers Association

<http://www.tppa.org>

Wedding & Portrait Photographers International

<http://www.wppionline.com>

White House News Photographer's Association

<http://www.whnpa.org>

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### Canada

CAPIC - Canadian Association of Photographers & Illustrators in  
Communications

<http://www.capic.org>

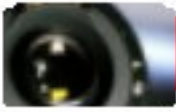
PPOC - Professional Photographers of Canada

<http://www.ppoc.ca>

News Photographers Association of Canada

<http://www.npac.ca>

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### UK

AOP - The Association of Photographers

<http://www.the-aop.org>

BAPLA - British Association of Picture Libraries and Agencies

<http://www.bapla.org>

BIPP - British Institute of Professional Photography

<http://www.bipp.com>

British Press Photographers' Association

<http://www.thebppa.com>

Editorial Photographers UK & Ireland

<http://www.epuk.org>

The Guild of Wedding Photographers UK

<http://www.gwp-uk.co.uk>

Master Photographers Association

<http://www.thempa.com>

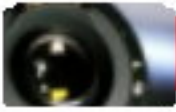
The Royal Photographic Society

<http://www.rps.org>

The Society of Wedding and Portrait Photographers & The British Professional Photographers Associates

<http://www.swpp.co.uk>

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## Europe

Bundesverband der Pressebildagenturen und Bildarchive (German Association of Press Picture Agencies and Picture Libraries)

<http://www.bvpa.org>

CEPIC - Coordination of European Picture Agencies and Libraries (Germany)

<http://www.cepic.org>

Associazione Nazionale Fotografi Professionisti Tau Visual (National Association of Professional Photographers of Italy)

<http://www.tauvisual.it>

Asociación de Fotógrafos Profesionales de España (Spain)

<http://www.afp-online.org>

Danish Press Photographers Association

<http://www.pressefotografforbundet.dk>

Association of Photographers (Czech Republic)

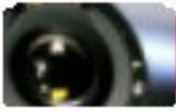
<http://www.archart.cz>

The Finnish Society of Press Photographers

<http://www.suomenlehtikuvaajat.fi>

Swedish Press Photographer Association

<http://www.pfk.se/pfk/>



## **Australia**

ACMP - Australian Commercial and Media Photographers

<http://www.acmp.com.au>

AIPP - Australian Institute of Professional Photography

<http://www.aipp.com.au>

Australian Photographic Society

<http://www.a-p-s.org.au>

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## **New Zealand**

AIPA - Advertising and Illustrative Photographers Association

<http://www.aipa.org.nz>

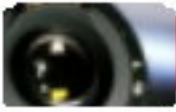
NZIPP - New Zealand Institute of Professional Photography

<http://www.nzipp.org.nz>

PSNZ - The Photographic Society of New Zealand

<http://www.photography.org.nz>

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### Asia

China Photographers Association

[http://www.cpanet.cn/english/about\\_us/index.htm](http://www.cpanet.cn/english/about_us/index.htm)

Hong Kong Institute of Professional Photographers

<http://www.hkip.org>

Photographic Society of India

<http://www.photographicsocietyofindia.org>

Japan Advertising Photographers' Association

<http://www.apa-japan.com>

Korea Press Photographers Association

<http://www.kppa.or.kr>

Photographic Society of Malaysia

<http://www.mir.com.my/psm/>

The Photographic Society of Macao

<http://home.macao.ctm.net/~psm/>

The Photographic Society of Singapore

<http://www.pss1950.org>

Nature Photographic Society, Singapore

<http://www.naturephotosociety.org.sg>



Taipei City Photography Association

<http://www.photo.org.tw>

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### Other

PSSA - Photographic Society of Southern Africa

<http://www.pssa.co.za>

WPJA - Wedding Photojournalist Association (South Africa)

<http://www.wpja.com>

Associação Brasileira dos Fotógrafos de Publicidade (Brazil)

<http://www.abrafoto.com.br>

PPofI - Professional Photographers of Israel

<http://www.imagine.co.il>

Fótoğrafos Profesionales de Puerto Rico

<http://www.fppr.org>

IFPO - International Freelance Photographers Organization

<http://www.aipress.com>

IAPP - International Association of Panoramic Photographers

<http://www.panphoto.com>

PAPA - Professional Aerial Photographers Association, International

<http://www.papainternational.org>

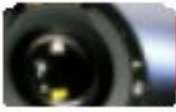


### History of Photography

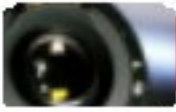
- 1727:** Accidental creation of the first photo-sensitive compound. Professor J. Schulze mixed chalk, nitric acid, and silver in a flask then noticed darkening on side of flask exposed to sunlight.
- 1826:** The first permanent photograph was an image produced by French inventor Nicéphore Niépce.
- 1832:** Hercules Florence created a process which he named Photographie which was very similar to Louis Daguerre's Daguerreotype several years later.
- 1839:** Louis Daguerre who had worked earlier with Nicéphore Niépce perfects the Daguerreotype, an early type of photograph in which the image is exposed directly onto a mirror-polished surface of silver bearing a coating of silver halide particles deposited by iodine vapor.
- 1839:** The word "photography" was first used, by Sir John Herschel.

In 1819 he had discovered sodium thiosulphate solution to be a solvent of silver halides, and in 1839 he informed Talbot and Daguerre that it could therefore be used to "fix" photographs and make them permanent. He also made the first glass negative in late 1839.

By 1840, William Fox Talbot had invented the calotype process, which creates negative images.



- 1851:** Frederick Scott Archer published his findings on the wet plate Collodion process. It became the most widely used process from 1852 until the late 1880s when the dry plate was introduced.
- 1861:** The first permanent color photo was taken by physicist James Clerk Maxwell. His system involved taking three black and white photographs, each taken through a red, green, or blue filter.
- 1907:** The first commercial color films were produced by the Lumiere Brothers in France.
- 1932:** German firm Agfa introduced Agfacolor
- 1935:** American firm Kodak introduced the first modern ('integrated tri-pack') color film, Kodachrome.
- 1963:** Instant color film was introduced by Polaroid.
- 1981:** Sony introduced the first "film-less" consumer camera, the Sony Mavica, which used a charge-coupled device for imaging.
- 1990:** Kodak introduced the DCS 100, the first (commercially available) digital camera.
- 2004:** Kodak announced that it would no longer produce reloadable 35mm cameras.
- 2004:** Affordable consumer-level digital SLR cameras became available.



## Sell Your Digital Photos

**2006:** Nikon and Canon made similar announcements, reducing the number of models or stopping the production of 35mm cameras.

**2009:** Eastman Kodak Company [announced](#) on June 22 that it will discontinue sales of KODACHROME Color Film, concluding its 74-year run as a photography icon. "Sales of KODACHROME, which became the world's first commercially successful color film in 1935, have declined dramatically in recent years as photographers turned to other films or digital capture."

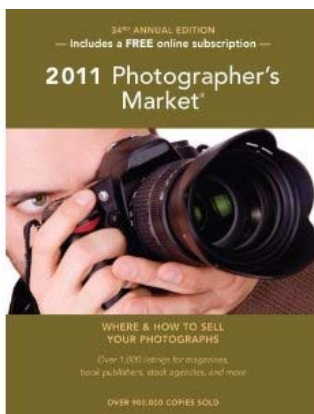
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## *Further Reading*

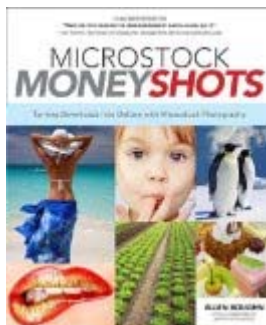
This ebook is by no means exhaustive on the subject of freelance photography and selling photos. There are many more photography books that you could learn a great deal from.

Here is a selection of our favorite photography books and DVDs:



### [2011 Photographers Market - Where & How to Sell Your Photographs](#)

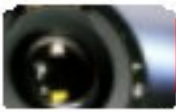
624 pages. Contains 1,000 photography market listings for magazines, newspapers, book publishers, greeting cards companies, stock photo agencies, design firms, galleries, art fairs and contests all over the world.



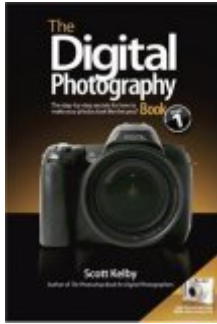
### [Microstock Money Shots: Turning Downloads into Dollars with Microstock Photography](#)

by Ellen Boughn

This book is packed with hundreds of examples of photos that sell (and some that don't).



## Sell Your Digital Photos

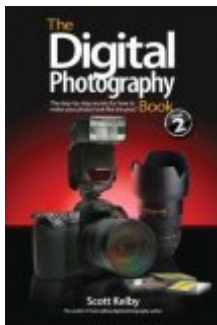


### [The Digital Photography Book, Volume 1](#)

by Scott Kelby.

This popular book tackles the most important side of digital photography - how to take pro-quality shots using the same tricks today's top digital pros use... and it's easier than you'd think.

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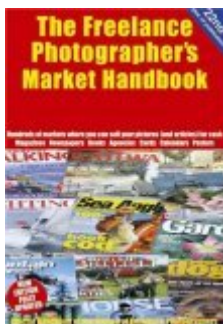


### [The Digital Photography Book, Volume 2](#)

by Scott Kelby

Volume 2 picks up right where Volume 1 left off. You'll be saying, "Ah ha—so that's how they do it." Like Volume 1, it's straight to the point and packed with stuff you can start using today.

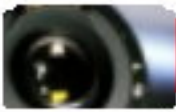
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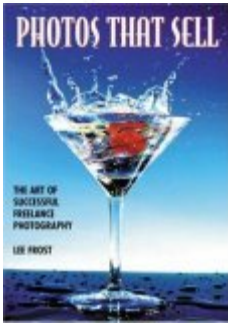
### [Freelance Photographer's Market Handbook](#)

A UK resource published by the Bureau of Freelance Photographers. Including 800 markets hungry for your pictures including magazines, greetings cards, calendars, posters, agencies, books, and newspapers.

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## Sell Your Digital Photos

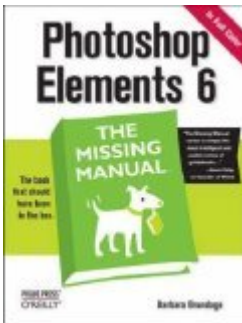


### [Photos That Sell: The Art of Successful Freelance Photography](#)

192 pages

This is considered by many to be the Bible of freelance photography.

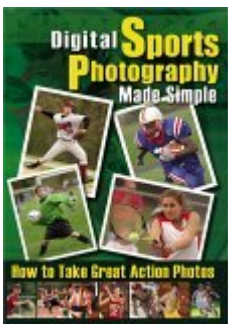
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### [Photoshop Elements 6: The Missing Manual](#)

This book carefully explains every feature Photoshop Elements 6 has to offer. Learn to import, organize, and fix photos quickly and easily. Repair and restore old and damaged photos, and retouch any image. Jazz up your pictures with dozens of filters, frames, and special effects. Learn which tools the pros use!

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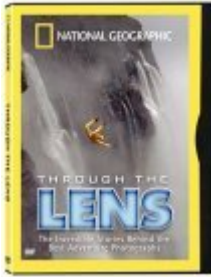
### DVD: [Digital Sports Photography Made Simple](#)

This fun-to-watch DVD will teach you both the fundamentals and advanced techniques of shooting sports - so you can get awesome images using ANY digital SLR.

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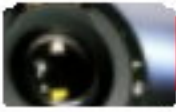
## Sell Your Digital Photos



### DVD: [National Geographic - Through the Lens](#)

Through the Lens takes some of the most riveting adventure photographs of the last decade and tells the story behind the images.

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## *Photography Supplies*

Throughout this book we have referred to many sources for your photography supplies. Here is a quick reference list of many of them:

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### **Camera Equipment & Accessories**

**Digital SLRs** – [www.cameracareer.com/i/DigitalSLRs.htm](http://www.cameracareer.com/i/DigitalSLRs.htm)

**Lenses** – [www.cameracareer.com/i/lenses.htm](http://www.cameracareer.com/i/lenses.htm)

**Filters** - [www.cameracareer.com/i/filters.htm](http://www.cameracareer.com/i/filters.htm)

**Light Meters** – [www.cameracareer.com/i/lightmeters.htm](http://www.cameracareer.com/i/lightmeters.htm)

**Tripods** - [www.cameracareer.com/i/tripods.htm](http://www.cameracareer.com/i/tripods.htm)

**Lighting Kits** - [www.cameracareer.com/i/lighting.htm](http://www.cameracareer.com/i/lighting.htm)

**Backgrounds** - [www.cameracareer.com/i/backgrounds.htm](http://www.cameracareer.com/i/backgrounds.htm)

**Lens Cleaning Kit** - [www.cameracareer.com/i/lenscleaning.htm](http://www.cameracareer.com/i/lenscleaning.htm)

- Blowers - [www.cameracareer.com/i/blowers.htm](http://www.cameracareer.com/i/blowers.htm)

- Microfiber Cloths - [www.cameracareer.com/i/microfiber.htm](http://www.cameracareer.com/i/microfiber.htm)

- Lens Cleaning Fluid - [www.cameracareer.com/i/lensfluid.htm](http://www.cameracareer.com/i/lensfluid.htm)

**Memory Cards** - [www.cameracareer.com/i/memorycards.htm](http://www.cameracareer.com/i/memorycards.htm)

**Battery Packs** - [www.cameracareer.com/i/batteries.htm](http://www.cameracareer.com/i/batteries.htm)

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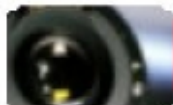
### **Camera Hire**

Borrow Lenses - [www.borrowlenses.com](http://www.borrowlenses.com)

Lens Rentals - [www.lensrentals.com](http://www.lensrentals.com)

Samy's Camera - [www.samys.com](http://www.samys.com)

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## VIP Members Area



Have you already purchased a subscription to our VIP Members' Area?

If not, you can do so anytime at [www.cameracareer.com/subscribe-VIP](http://www.cameracareer.com/subscribe-VIP)

VIP members' can access our database of more than 400 publications that purchase photography from freelance photographers.

If you have just paid for a subscription, we will email you with details of where to log in, along with your username and password.

Please allow 3 – 4 business days following payment for us to set up your member access.

If you still cannot login after one week, or if you ever need to change the email address on file, please email us at [contact@cameracareer.com](mailto:contact@cameracareer.com)