



Alamy 100% royalties

Introducing stock photography and Alamy

Stock photography is responsible for half of the money made through photography. The images you see every day in newspapers, magazines, ad campaigns etc are largely sourced from stock agencies. Customers use images from stock agencies to save shooting original material themselves. It's cost effective, saves time and the resources are limitless.

About Alamy

- Alamy are the largest privately owned stock photography company with over 26 million images and more than 25,000 contributors.
- Alamy have been around since 1999 and have built up a strong and diverse customer base.
- Alamy pay 60% of the royalties from image sales to our contributor which is one of the best in the industry. (The industry norm is 50%)
- Alamy have a unique business model and gave 89% of profits made between 2006 and 2010 to The Fischer family trust who work on cancer and DNA research. In 2004 Alamy donated 2,437 solar powered lamps to three charities for distribution to poor communities around the world.

How Stock works

- Photographers and agencies submit their images to Alamy.
- Alamy sell the images to their customers. In 2010 Alamy sold images in 71 countries across the world, across a number of industries including; Newspapers and Magazines, Film posters and TV quiz shows, Adverts and Billboards, Text Books and Book Covers, Corporate marketing.
- Alamy take a cut of the money from the sale and pay the contributor a royalty. They give their contributors 60% of the money, one of the best commission shares in the industry.

What is 100% royalties?

- Alamy are running a 100% royalties project which gives students **100% of the money** from the sale of their images for 2 years.
- There is no limit on sales, whatever you sell, you will get.

What is in it for you?

- **All of the money!**
- Your images will be seen by our diverse customer base.
- You will get an insight into the photography industry, what images sell and how images are priced and sold.
- You remain in full control of your images and will retain full copyright.

What's the catch?

- There is no catch!
- Alamy want you to bring us something original and exciting and show us what is up and coming in the world of photography.



3 GREAT things about working with Alamy

- **Non- Exclusive** – you are free to sell your images elsewhere.
- **No tie-ins** – you are not tied in for any length of time.
- **No content limitations** – Alamy do not edit on content, you are free to submit anything.

How do you sign up?

- To sign up to 100% royalties you will need a validation code. There are a limited number of these codes available from your lecturer.
- You will need to register with your **university email** and **validation code**. (Validation codes are unique and can only be used once. They will only be valid when used with your academic email address)

Signed up, what now?

- Read the submission guidelines on our website.
- Submit 4 test images.
- Pass QC
- Keyword your images – remember that our customers search for images using words so the better your images are keyworded the more likely they are to be found. More information and help on keywording can be found on our website.
- Once this has been done your images will be online and ready to sell.

KEY POINTS TO REMEMBER:

- **YOU MUST REGISTER WITH YOUR ACADEMIC EMAIL AND A VALIDATION CODE.**
- **READ THE SUBMISSION GUIDELINES BEFORE YOU SUBMIT YOUR IMAGES.**
- **YOU MUST SUBMIT 4 TEST IMAGES.**
- **KEYWORDING IS KEY - CUSTOMERS SEARCH WITH WORDS**
- **ALAMY SELL TO A DIVERSE CUSTOMER BASE SO BE CREATIVE.**
- **THERE IS NO CATCH!**

Got a question? Contact us:

Email: students@alamy.com

Twitter: @alamystudents