

FREQUENTLY ASKED QUESTIONS

Q. Why should I sell my stock imagery on AstockLab?

A. There are loads of reasons why AstockLab is a great place to sell your stock imagery, here are just a few of them:

- You can earn up to 35% commission for your work.
- You will be able to create an online professional profile and showcase your work to millions of potential clients.
- Our processes are fair, transparent and easy to understand.
- We offer you great support and insight on the kind of images that are currently popular.

Q. Do I retain the copyright of the work I submit?

A. Yes. You can only submit content where you are the copyright holder or authorized representative. You will retain the copyright of all content you submit to us.

Q. Who buys stock images?

A. We sell images to organisations across all industries, creative designers, marketers, publishers, and producers, actually anyone who is interested in learning more about what being African is all about.

The way in which customers buy images vary. Some buy images directly online with only a few clicks. Your image could be sold to someone wanting an image on the wall in their office or home, a producer working on a huge project, a publisher wanting an image for a text book, or a company working on a huge global ad campaign –.

We work around the clock to ensure that we close deals with large companies, and have a network of partners who will sell your images directly to all other industries across the world to ensure that your work is seen by millions of people.



Q. What type of images do you sell?

A. We sell stock photos, videos, icons and music. We have an extensive collections of images that tell the African story.

We focus, but are not limited, to the following categories:

- Nature
- Family
- Professions
- Animals
- Food (including fresh produce)
- Industrial work
- Celebrations
- Fitness
- Couples
- Entertainment
- Babies
- Spirituality
- Healthcare
- Holidays
- Fashion
- Education
- Different markets
- Sport and recreation

Our comprehensive category means we are a fantastic source of images for creative and editorial picture buyers. We want you to send us all your images, mainstream or specialist, editorial or creative.



Q. How do I increase my chances of selling picture?

You need to take beautiful, focused and interesting images. They need to tell a story and must be adaptable to suite different story lines, to ensure that clients find value in buying the image. It is very important to give a comprehensive description of your image to ensure it is searchable for clients. And also use appropriate tags.

Example:

A picture with children playing in a park. Tags to be used:

- Black, white, coloured, Indian or multi-racial kids
- Playing
- Jungle gym
- Park
- Fun
- Happy

Q. How does AstockLab promote my images?

A. We market AstockLab images in a variety of different ways. We do targeted e-marketing campaigns to our customers and new business prospects, showcasing our collection. We also promote our photographers by featuring them on our website. In this feature, we will include a short interview with our photographer and showcase his or her work.

To ensure that your work receives the attention it deserves, we will regularly feature your work on our:

- Our homepage: We will feature a new image every week.
- Our business cards: All our staff member have individualised business cards, which will feature one of our photographers' images on the back.
- Our category pages: Will showcase selected images of the particular theme.
- Our social media: New images will be featured on all our social media platforms on a daily basis. Our platforms include Facebook, Twitter and Instagram.

Our dedicated Online Marketing team will make sure that your images reach the intended target market. Search engine optimisation is just one tool that we use to ensure that AstockLab appears at the top of Google and other search engines.

We also believe customer service and good relationships are really important and invest large amounts of effort and time providing excellent services to image buyers.

Q. I'm a beginner, how can I sell my photos?

A. Whether you're a beginner or a pro, as a photographer or artist you can make money from your creativity. If you want to know how to get your images on AstockLab, log in and you're your images on our website. It's as easy as that!



Q. I'm a student photographer, is AstockLab interested in my images?

A. As a student, you can sell your images in lots of ways:

- Work with clients who commission projects
- Directly through your own website
- Through an exhibition/gallery space
- Through a stock image agency, like AstockLab

Q. I am under 18 years old. Can I become a contributor?

A. We require that you be at least 18 years of age to contribute to us.

Q. Do I need a big fancy camera to get started?

A. No, definitely not to get started. Most 12MP (megapixel) or higher cameras can get you started, but not all will produce nice noise free images. I recommend a basic DSLR (digital single-lens reflex) camera.

Q. Can you really make a living taking stock pictures?

A. Yes, most definitely, but it will not happen overnight. There are numerous examples of people who earn an extra income from selling stock images. It also really depends on how well you learn and how hard you work.

Q. Are there copyright considerations I should be aware of?

A. Yes, you should be aware of any logos and trademarks that appear in your images or videos. These are strictly forbidden and must be removed before submission. If your content contains recognizable persons, buildings, locations, or intellectual property such as objects, artwork, sculptures, or designs, a Model or Property Release may be required.

Q. Do I need permission from the people, property or locations featured in my imagery before I submit them to you?

A. Yes. As a contributor, you must submit written permission from the people, property or locations featured in your imagery, wherever required, using model and property releases.



The Model release should include:

- Model's name, contact details and signature: we strongly advise obtaining the model's phone number and e-mail address should contacting the model later becomes necessary
- A Polaroid photo, spare transparency or print of the model attached to the Release
- Name of photographer
- Date
- Consideration: while we do not provide for listing the specific consideration on the release, we highly recommend the photographer keep a receipt/record of whatever that valuable consideration was as proof of the exchange.
- Minor Releases: information should be provided by the legal guardian of the minor model and must always be signed by the legal guardian, not the minor
- Ethnicity: Presented as optional to the model, these fields capture information that if used as keywords associated with the images should add greater marketability to them
- Shoot Ref: may be excluded if you don't use shoot references to organize and locate your original releases (all original releases should stay with the photographer, but be easily retrieved if necessary)
- Witness: Optional but strongly recommended.

The Property release should include:

- Information provided by the authorized signatory for that property. Information on what property is being released (i.e. the private home, the statue that is protected by copyright). Only one information box needs to be completed depending on whether the authorized signatory is an individual or a corporation
- Witness: Optional but strongly recommended.
- Any other relevant info as per the model release above

Q. What is the format to submit pictures and videos?

A. Images (photos or graphics):

JPEG format only

Minimum image resolution is 4MP (megapixels)

Maximum image resolution is 100MP (megapixels)

A. Videos must be uploaded through FTP.

Minimum video resolution is 1280x720. However, we recommend recording in Full HD, 4K DCI, or 4K UHD.

File format must be: MOV, MP4, MPG, or AVI format.

Duration needs to be at least 5 seconds and not exceed 60 seconds.

Maximum file size: 3900MB (3.9GB)

Avoid vertical or square framing.



Q. Can I submit content captured on mobile devices?

A. Content captured with the use of camera is acceptable content taken from any camera, only on the provided that it meets our legal, technical and quality standards.

