

POMA Stock Photo Gallery Submission Guidelines

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Prepare Images

- Upload only your best images. Images of poor quality hurt not only you but POMA's overall effort to make the stock gallery a place where buyers want to come, knowing they can find great images. POMA maintains the right to remove, without notice, any images that do not meet quality or subject-matter standards.
- What images should you send? Smart photographers will review the online stock gallery and category list and send images that fit into categories that are not yet heavily populated.

The two numbers after a category name, tell you how many sub-categories there are under the named category and how many images are available in the category. For instance (6, 55), means there are six sub-categories and a total of 55 images (collectively) in those categories.

- Make sure your copyright and contact info are embedded in the IPTC metadata -- this is simply critical. If you don't provide this no one can find you or your images.
- Be sure to enter keywords, a description or a caption, if you want buyers to find your images when they conduct a search. DON'T USE CAPITALS OR PUNCTUATION IN INDIVIDUAL KEYWORDS. USE SEMI COLONS TO SEPARATE KEYWORDS.
- If you submit images without keywords, a description or a caption, they will not be visible and can only be found if the buyer performs a search on your copyright name. The search function looks in the keywords, captions or descriptions when posting results for a buyer.
- The more detailed the metadata, the easier it is for buyers to find your work. Don't just put "gobbler" in for a keyword. At the least enter something like: Eastern; wild; turkey; male; mature; gobbler; hardwoods; strutting; spring and even add the scientific name.
- Place your images into folders on your computer, named to match the gallery categories. An example is putting all white-tailed deer hunting images into a folder called Hunting_Deer_Whitetail. When you upload the images to the site — it's easy to match the image folder file to the category.
- The more time you spend on metadata and sorting images in folders by category name, the better your odds are that your photos will be seen by buyers.
- DO NOT WATERMARK IMAGES. POMA will watermark all images with © pomastock.com. If you watermark your images too, the file will have two watermarks obscuring the image.
- Submit only 72-dpi jpg images (other file types are deleted). The longest dimension (either horizontal or vertical) should be no more than 500 pixels. So, a horizontal image should be 500 pixels wide. A vertical should be 500 pixels tall. Converting images to match these standards can be done quickly using batch functions and/or actions in Bridge/Photoshop or through batching in ACDSee.
- The software that we're using is powerful, but does have some limitations. It cannot (at this point) display images randomly. It displays them by upload date and filename.

- Each photographer is asked to sign a simple agreement that will outline the understanding about how the gallery marketing, sales and payment processes will work. These elements are being developed now. In the meantime, we're working on an honor system. If you make a sale from the gallery, you pay POMA 10% of the sale price. Sell an image for \$300 -- pay POMA \$30. That's it. It's that simple.

Problems we've had with images:

- File names -- when you name a file DO NOT USE commas, apostrophes, colons, semi colons or spaces. The program can't convert files that have these odd characters in the name. Use letters, numbers and a hyphen - or underscore _ only when naming files.
- Tiff images cannot be placed in the gallery -- and POMA does not have the budget/staff to convert them from tiff to jpg for you. Take five minutes and use a batch conversion process so we can include your images.
- 72-dpi jpgs that are too small -- do not meet the 500 pixel (longest dimension) criteria will show up much smaller than other images online and lose impact. Less visual impact means fewer sales.

Stock Submission Checklist

- _____ Best images submitted
- _____ Personal metadata inserted. At the very least — copyright and photographer name
- _____ Metadata (keywords, description or caption) included
- _____ Images resized to 500 pixels (at the longest dimension), 72dpi
- _____ Images sorted into computer folders by category name