

## The Portal Matrix: Stock Photography Portals at a Glance

More than anything, the Portal Matrix is intended to fuel your interest in portal possibilities—whether you're a photographer looking to expand your marketing efforts or a researcher looking for new places to dig up images.

This table will help you compare some of the better-known, and a couple lesser-known, stock photography portals. However, be aware that portals evolve constantly, and the specific information presented here, though accurate at the time of this

writing, will probably be outdated by the time this magazine comes off the press. Nonetheless, it provides a good starting point for identifying portals you might be interested in researching further. The information was provided through surveys completed by the portals between July 26 and 30, 2004. Most respondents made a point of explaining that their numbers of images, photographers, and so on are climbing rapidly, and that they are expanding functionality.

The first eight columns are self-explanatory. However, portals are such unique creatures that it is hard to categorize certain aspects with simple yes and no answers. The answers in the Ecommerce, Lightboxes, Keywording, Edits Images, and Buyer/Photographer columns indicate that a feature is available, but not its exact nature. For example, most of the portal sites edit your images to some degree, but while a couple sites take the editing bull by the horns, there are others that simply ensure

that images meet basic requirements. Ecommerce features vary tremendously, as do the type and sophistication of the Lightbox functionality offered. A "Yes" under Buyer/Photographer Contact indicates that it is *possible* for researchers to contact photographers, but it doesn't indicate whether that's the primary or only way to interact with the photographer.

Name	Website	Phone	Images	Photographers	Agencies	Rights Managed	Royalty Free	Ecommerce	Lightboxes	Keywording	Edits Images	Buyer/Photographer Contact	Seeking	Pricing Structure	Notes
age fotostock	agefotostock.com	877.884.9800	600,000	900	30	Yes	Yes	Yes	Yes	Yes	Yes	No	Dedication, quality and excellence in content.	No fees; 50/50 commission split.	Six lightboxes can be created simultaneously. The site has a department dedicated to keywording.
AGPix.com	agpix.com	800.727.9593	60,000	600	>10%	Yes	No	No	Yes	Yes	No	Yes	Pros with ten national credits and sound, established business practices.	\$150 set up. \$550 year. One time, \$2 per image upload. Photographers negotiate prices, deliver images.	AGPix has over 5,000 registered buers who buy directly from photographers.
Alamy	alamy.com	866.671.7305	1.4M	2,600	200	Yes	Yes	Yes	Yes	No	No	No	Portal has an open policy to high quality photography and welcomes new contributors willing to keyword their images and meet quality control standards. Photographers can submit as many or as few images as they want.	Blue: No fees, 35% commission to site. Green: 10 cents per image/month storage, 25% commission to site.	Fully digital site that undertakes all negotiation and communication with clients on behalf of photographers.
Eureka Images	eurekaimages.com		3,000	40	1	Yes	Yes	Yes	No	Yes	Yes	No	Anyone with one strong creative image.	No fees; 40% commission to site.	
Independent Photography Network	ipnstock.com	866.IPNstock	156,000	40	9	Yes	No	Yes	Yes	No	Yes	Yes	Successful stock photographers with strong identities and strong customer bases.	\$595 one-time setup, includes building custom site. Hosting: \$195/month photographers; \$495/month agencies. 20% commission to site.	Photographers have their own ecommerce websites. They can upload images for clients and send lightboxes from their individual sites.
iStockpro.com	istockpro.com	866.478.6251	250,000	250	6	No	Yes	Yes	Yes	No	No	Yes	Photographers with 100+ images.	No fees; 50/50 commission split.	
Photoconnect	photoconnect.net		3,500	22	0	Yes	Yes	Yes	No	No	No	No	Photographers who want personal contact with buyers and are not getting found by researchers.	Fixed Fees.	
Photoexposure.com	photoexposure.com		3,000	50	0	No	Yes	Yes	No	No	Yes	No	Anyone with good images. We believe that even the newest amateur can have good images.	No fees; 20% commission to site.	Offers fine art prints from files that photographers upload. This allows photographers to sell photos as art without requiring the buyer to purchase the high resolution image.
PhotoSights	photosights.com	877.640.3322	60,000	120	5	Yes	Yes	Yes	Yes	No	Yes	No	We're willing to work with all photographers who follow our submission guidelines, and successfully complete our review process.	50/50 commission split.	
ShutterPoint Photography	shutterpoint.com		40,000	2,000	0	No	Yes	Yes	No	No	No	No	Anyone willing to pay storage/membership fees and can pass a brief photo knowledge test.	\$25 per year for 100MB of storage, 15% commission to site.	Photographers can share photos and get ratings and comments on their work from other members. They can sell to photo buyers on a royalty-free basis.
The PhotoSourceBANK	search.photosource.com	800.624.0266	N/A	500	24	Yes	Yes	No	Yes	No	N/A	Yes	Editorial photographers who have a passion for a certain subject area.	Photographer pays \$230 to \$330 per year to subscribe, then buyers deal directly with photographers on all matters.	The PhotoSourceBANK provides photographers with pages where they can list up to 3,000 keywords that researchers can review.
Workbookstock	workbookstock.com	800.955.0006	Not provided	800	50	Yes	No	Yes	Yes	Yes	Yes	No	Talented photographers with a vision who are committed to submitting high-quality imagery on a regular and continuing basis.	Co/Op Service: No fees, 50% commission. Online Service I: \$5-8 per image, production costs, 40% commission. Online Service II: production costs; 50% commission.	Contributors have a personal tools area where they have 24/7 access to their image statistics and frequently requested keywords and concepts.