

IPN**STOCK**.COM

INDEPENDENT PHOTOGRAPHY NETWORK



NEW WORK EVERYDAY A growing network of photographers and agencies. Expect the freshest stock images available from the best shooters worldwide.

The gateway to an extensive collection of stock photography from
INDEPENDENT PHOTOGRAPHERS-SMALL AGENCIES-REPS

BENEFITS

WHY JOIN?

IPNSTOCK IS A POWERFUL BUSINESS SOLUTION for stock agencies and photographers that offers a complete set of tools for on-line searching, photo business management, marketing and sales. IPNstock.com incorporates easy navigation, sophisticated search capabilities, lightboxes, comprehensive built-in pricing structures, e-commerce licensing and the ability to post new images daily.

THE IPN ADVANTAGE:

- Generous commission structure
- Web based administration
- International reach
- Specific site reports
- Referral fees
- Control over image usage
- High-res storage and delivery
- Built-in marketing tools
- E-Commerce enabled
- Archiving
- Batch captioning
- Ability to sell direct to customer

COST OF MEMBERSHIP:

PHOTOGRAPHERS:

- One time set up fee of **\$595***
- Monthly hosting fee of **\$195**
- Storage for up to 2,000 high-res images**
- Minimum 2 year agreement

AGENCIES:

- One time set up fee of **\$595***
- Monthly hosting fee of **\$495**
- Storage for up to 10,000 high-res images**
- Minimum 2 year agreement

* The set-up fee covers building a highly individualized custom site, training, advice & promotion.

** Additional storage is available upon request.



EXPOSURE

GO GLOBAL!

IPNstock.com gives you the opportunity to sell your images in a number of international markets. With your permission, IPN automatically transfers your images, keywords and captions into our international partner sites, including the necessary language translations. Reap the rewards of having a global market for your pictures without all of the hassle.

COUNTRIES REPRESENTED IN THE NETWORK:

- GERMANY
- ITALY
- FRANCE
- JAPAN
- SPAIN
- NETHERLANDS
- PORTUGAL
- DENMARK
- SWEDEN
- KOREA
- & more to come!



Owen Franken/IPN



FEATURES

A BIGGER PIECE OF THE PIE

IPN offers the most favorable commission split that exists today with, in most cases, nearly 80% of every sale going direct to the member.



IPN Homepage

SPEED TO MARKET

You can upload, license and distribute your images in minutes. Waiting weeks or even months before seeing your images online is a thing of the past.

TECHNOLOGY & TOOLS

Empowers members to compete with existing stock agencies by providing comparable, cutting-edge tools with free ongoing technology upgrades.

LIGHTBOXES

An efficient digital delivery system with high-res download capability. Submit a lightbox for a picture request or a contact sheet to an editor—whatever the case, IPNstock has you covered.



IPN Lightbox

PRICING

Use the IPN rate calculator or set your own prices on an image-by-image basis. IPN gives its members control over their own licensing fees.

E-COMMERCE

Built-in accounting software with real-time information on image sales including the ability to invoice clients, pull reports, track searches and sales.



IPNSTOCK.COM

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MARKETING

Progressive marketing of the network includes print ads, direct mail campaigns, e-mail marketing, Google words, sponsorships and events. Members can use lightboxes to create and send slide shows and promotions to clients. IPN helps promote members as individuals while also operating as a collective of high-caliber talent.



IPN Slideshow

IMAGE REQUESTS

Members receive access to image requests submitted by creative clients through the IPN portal. All submissions are pooled into one convenient communal lightbox, sent directly to the client with your images branded as your submission.

CONTROL

Dictate how pictures appear in search results. Send your best images to the front of the search. Keep assignment images separate. IPN enables members to keep images private and not searchable within the network, when necessary.

DATABASE MANAGEMENT

IPN software helps maintain a client database, monitor image sales, searches, empty searches and more. Members have access to all contact information of those who have registered on their individual sites, their searches and sales history.



IPN Referral

REFERRALS

Gain new clients through the referral process. If a client doesn't find the appropriate image on an IPN member site, the system automatically refers them in to our network to fulfill the request. The original member receives a 5% referral fee.



JOIN US

IPNSTOCK

WE ARE A UNIQUE NETWORK committed to the photographers and agencies that use our software and share their images on the IPN network. We only accept exceptional archives and are not open to all, like many similar solutions.

Before contacting us, we invite you to view work by other members and judge whether your photography compares to the standards of quality presented.

If you are a photographer or agency who would like to be considered for participation in the network, please log on to IPNstock.com at:
http://www.ipnstock.com/submission_guidelines.html

Due to the volume of inquiries, we require that all requests be made in this manner. We will review your submission and follow up promptly.

For more information, please contact an IPNstock sales representative:

**EASTERN U.S., EASTERN
CANADA & EUROPE/U.K.**

Kristie Nilsson
(866) IPNstock x909
(646) 654-5812
knilsson@ipnstock.com

**WESTERN U.S., WESTERN
CANADA & ASIA/AUSTRALIA**

Jeanne Brei
(866) IPNstock x905
(702) 254-3832
jeannebrei@cox.net

COVER IMAGES: (Left) JAN SONNENMAIR/Aurora/IPN, (Right) Carol Barrington/IPN