

FAQs

Why should I place my work with The Travel Library?

We are an independent, privately owned, forward thinking company with a high profile within the UK photo-library industry and one of only a few specialist libraries working in travel. We have been established since 1992 and in that time we have developed a reputation for a high quality product. Credit for this is attributed to the photographers that we represent some of whom have been with us from day one and continue to enjoy the benefits of our team building approach to a successful relationship.

Do you have a wants list of destinations?

Our wants list is made available to contracted photographers by logging onto the photographers secure area of our website. The list is frequently updated in order for photographers to see what is in demand and plan their assignments accordingly.

How often do you pay photographer's commission?

We will send you a statement of the images sold together with payment and the end of each quarter

How much money might I expect to make?

The amount of financial reward that you might expect to achieve is relative to the number of images and spread of images which are retained by the library. The more images that you are able to contribute, and the more diverse the spread over different countries and locations then potentially the more sales you are likely to make. If you only contribute a relatively small number of images per year then you should only expect a minimum return. Similarly if you contribute a lot of images of one subject area, then your sales would be limited to clients seeking images of that particular subject. Our most successful photographers are those who contribute images and undertake assignments on a regular basis. This not only adds to the total of their images held by us but also varies the range of images that are available for our clients to choose from.

The earning potential therefore is up to your individual commitment and certainly we have on our books photographers who are content with earning a few hundred pounds per quarter whilst others receive several thousand pounds.

How long does it take for payments to start coming through?

You must be prepared to be patient. If you are looking for a quick return now is the time to reconsider your involvement in stock photography. Before we are able to commence marketing your pictures they have to be edited, captioned, key worded, & coded, before uploading to the website. Clients may then make a selection from the site and download images. It may in some circumstances take some time to make a decision to publish. Only when publication has been agreed are we able to issue our invoice. Once payment has been received, then the photographer's commission is set aside for payment at the end of the following sales period.

What is the minimum retention period by the library for my images?

Time passes relentlessly in the photo library business. A project can last from start to finish, a few days, months or in the case of book production up to a year. Calendar companies make image selection up to 18 months before publication. Our investment in bringing your images to the marketplace is substantial. Therefore, in order to capitalise on this and to achieve a satisfactory return both for you and the Library, we will need to retain your pictures for a minimum of 5 years.

Should I obtain a model/property release for my images?

Wherever possible it is advisable to obtain the relevant permissions. You should certainly obtain a model release if you have asked people to pose for your pictures. This is essential if they are professional models and that they know that the images are to be placed with a stock library and used for a range of applications. Although not always practical, you should try to obtain permission from people in public places such as cafes or restaurants especially those people shown close up and recognisable in the foreground. Some people may not understand the language or implications which are difficult to explain, and often are not perturbed by the photographer's presence. In tourist areas people are more wiser and will often request a fee to photograph them. If this is the case and you pay them a monetary sum you should in the very least obtain a signature from them or receipt granting you permission to photograph them and possible publishing of the image. Some publishers will go to extremes and ask for permission from everybody in the scene including everybody on a crowded beach!

Where property is concerned, it is more difficult to control; the intellectual property rights of the owner may cover public monuments, buildings - even signs and logos. If you are able to obtain the permission to photograph such subjects then it is better to do so. Privacy, property and model rights vary from country to country. Our photographers' contract is worded so as to cover that you will obtain the necessary documentation wherever possible.

In reality it is a matter of discretion between the photographer, agency, and client.

A model release form is available to our contracted photographers when logged onto the secure photographer's area of our website.

How do you market my images?

We work very hard to market your images. Our unique knowledge of the travel industry plays an important role in this as we are in constant client contact. Consequently, we are immediately able to offer new material to clients in response to their requirements. This is backed up by advertising in the travel and creative press, mail shots, a highly acclaimed brochure and website, regular tele-marketing and e-marketing and free picture research for our clients using an in house picture researcher who has product knowledge on the images we stock. We also exhibit at the BAPLA Picture Buyer's Fair, the world's largest image trading fair held annually in London as well as participating in Picture House events, who organise shows for picture buyers in London, New York and other major cities and also European events such as CEPIC. Our marketing team also visit specialist trade fairs in the publishing and travel and photographic industries both in the UK & Europe.

How do you sell my images?

There are two distinct methods how images are sold. Either clients will browse the website to locate the images they require, or contact us to carry out an image search on their behalf. If a client requests this service, our in house researchers will browse the website for the appropriate images and gather them into an electronic light box which is then forwarded to the client. Busy clients often prefer this than researching themselves as our researchers know exactly how to locate the most suitable images. Once images are selected by the client we are able to quote an appropriate fee for publication which may vary depending upon the intended usage.

Who are your clients?

We are a specialist supplier of pictures to tour operators for travel brochures and it is because of our unique understanding of this sector that we are able to direct our photographers to the required locations. We also have many contacts within publishing, press, advertising and design agencies. We also work with calendar, greetings card, jigsaw puzzle and fine art publishers.

Must I be contracted exclusively to The Travel Library?

It is more important that the pictures you place with us are exclusive rather than you yourself being so. All that we ask is that we are given first refusal on any travel pictures. However, it is possible that you might produce work on another subject matter which would not be applicable to our requirements.

May I place the same or similar pictures with another UK library?

Whilst we appreciate that you need to capitalise on your work, it is definitely not a good idea to place similar pictures elsewhere. Conflicts can arise if a client receives a similar image from separate suppliers. We also need to be sure that images can be cleared should exclusive rights be required. Substantial orders have been known to be lost in the picture library industry because of this issue and there could be a law suit if, for example, two competing tour operators end up with the same picture on their brochure covers if supplied by two separate picture libraries. Moreover, we would be reluctant to give help and advice if there were to be divided loyalties.

I already place my pictures with a library abroad or I live abroad and place my work with a library in my country. Is it possible to restrict sales to a certain Country.

We do require World Rights on your pictures in order to obtain the maximum sales especially now that we are attracting a wider client base via the internet. We can, however, restrict sales to certain countries. You will need to notify us of any restrictions from the outset so that we may amend your contract accordingly and tag the pictures on our database. You will also need to advise your overseas agency that you are represented in the UK.

Do you place my images with portal sites/agents?

Yes we do. As the internet has evolved so the trading potential for images expanded enormously. By carefully selecting third party agencies we are able to penetrate markets that we would not otherwise achieve by direct sales even via our own website. An example of this is our arrangement with Rex Features the UK's largest supplier of images to the international news media. When a news story breaks involving a specific location Rex is able to offer images from The Travel Library files to complement the main story. With agency sales, the photographers' commission is split 3 ways with 40% of the sale going to the agent and the remaining 60% being split equally between the photographer and ourselves. There is an understandable argument that the photographer receives a reduced amount for the use of the image, however it must be appreciated that sales from agents can multiply and provide a supplement to your main income from ourselves.

We also have no objection to photographers placing work with portal sites, providing the images supplied to them are different to those images supplied to ourselves.

I have pictures of ... or I am going away to ... would you be interested in seeing my pictures?

Initially we would be interested in seeing any work from a new photographer even if we already have coverage of that particular place. Assessing your work and future potential is our primary concern at this stage.

Do I retain the copyright of my pictures?

Yes, providing that you are the author of the work, and it has not been commissioned by a third party, you are the legal copyright holder of the pictures at all times. Our role is to represent your work and sell it on your behalf.

Do you commission photography or buy pictures outright?

No, our prime function is to market freelance photographers' work on their behalf.

If you have a question that is not covered by any of the above, then please e-mail info@travel-library.co.uk. We will endeavor to answer you as quickly as possible.