



Findapic Photographer Galleries - How to sell your images online

Introduction

Findapic allows photographers to showcase their images and offer prints for sale and delivery to the general public anywhere in NZ (and the world) via a website shopping cart. Your gallery can be set up in minutes with no joining fees. All orders benefit from our secure shopping facilities, and quality printing and delivery services.

Table of Contents

FINDAPIC PHOTOGRAPHER GALLERIES - HOW TO SELL YOUR IMAGES ONLINE	1
HOW TO GET STARTED	2
Creating your first Album:	3
ADDING YOUR IMAGES	3
IMAGE/FILE NAMES	4
IMAGE/WATERMARKING	4
PRINTING YOUR IMAGES	4
YOUR REVENUE AND PAYMENT	5
AUDITING PROCESS	6

How to get started

To begin, join Findapic by filling out the joining form on the 'Join Findapic' page.



The image shows a screenshot of the Findapic website's registration page. The page has a dark background with the Findapic logo in green and yellow at the top left. The main heading is "Signup today for free*". Below this, there are several sections of text and form fields. On the left, there is a navigation menu with links like Home, Photo gallery, Contact us, etc. The main content area includes a "Signup today for free*" heading, followed by instructions: "You will need to sign up if you wish to use any of our services, membership is FREE and involves no obligation." and "If you are already a member you can sign in using the login links on any gallery page." The form fields include: First name, Last name, Country (with a dropdown menu), Phone number, Mobile number, Email address, Confirm email address, Choose a password, Confirm your password, and a checkbox for "I have read and accept your terms of use and consent to use of any personal information provided by me in accordance with your privacy policy". There are also "Go" buttons next to the Country, Email address, and Password fields. At the bottom, there is a "Signup to Findapic" button and a footer with "All Rights Reserved © Findapic Ltd 2005 - 2007".

- You will be asked to confirm that you have read and agree to the contract between Findapic Ltd and yourself. Print the contract out, so that you have a permanent reference.
- Once you have joined Findapic, our administration will set up a gallery for you, and email your login details, as well a User Guide.
- Once the email and User Guide have arrived, take the time to read through the guide and familiarise yourself with how the Findapic Gallery system works.
- Although most of us are impatient to get our photos online, reading the guide now will save you lots of time later.

Creating your first Album:

- Open <http://www.findapic.co.nz/gallery2> in your favourite browser
- Click on the *Login* link near the top right side of the page.
 - Insert your username and password as supplied in the email.
 - Log in



- To set your gallery name, description, logo and contact details.
- After you login, you will still see all the galleries, but your personal gallery will have a drop down box under it (similar to photo below), from where you can change your album settings, add photos, and much more.

A screenshot of a web interface showing a dropdown menu titled 'album actions'. The menu is open, displaying several options: 'Delete Album', 'Edit Album', 'Make Highlight', 'Move Album', 'Reorder Items', 'View Permissions', and 'add album to cart'. Below the menu, there is a status bar that reads 'Size: 11 items' and 'Views: 69'.	<ul style="list-style-type: none">▪ Delete Album – Probably the last thing you ever want to do. You do get a second chance if you click this by mistake▪ Edit Album – Where you set up the look of your albums. A full help section can be found later in this guide▪ Make Highlight – this makes the selected photo the displayed photo for your album▪ Move Album – When you have more than one album, you can shift an album to a different sub-directory▪ Reorder Items – All albums are set by default to sort automatically, but this option can be changed▪ View Permissions – The Findapic administrators set these. To make changes you will need to contact and consult with them. Permissions include maximum file size in kilobytes, pixel size for the image, and so on.▪ Purchase Options – Probably not an option that a seller/photographer would use, but it does show you where it is situated.▪ You are able to delete photos from the cart after adding them all.
--	--

Adding your images

To add photos to the Findapic Gallery, your images must be in either JPEG, GIF or PNG format.

Each image should be resized before you upload it to your web space. Findapic suggests reducing the picture initially to 72 dots per inch, as a starter. Most picture programs (e.g. Photoshop, Photo Elements, Corel) have a simple resample, or save for web option, that can make this job simple. (Remember to save the resized photos to a different file, and not over the top of your good ones).

Findapic does preset some limits, but to make your job easier and faster, saving image files to about 50kb or less in size each, will certainly speed up your uploading time. We suggest using a batch process in either Photoshop or Corel, or your favourite image editor. Email help@findapic.co.nz if you need to know more, stating your problems, and what image processing software you currently use.

Image/File Names

After you receive your login and User Guide, you will be given a code that Findapic requires to be added to the start of all the image names. This ensures that the correct people are paid for the correct photos, and simplifies work for everyone. (e.g. DSC00028.jpg could become FL_DSC00028 where the FL_ signifies Findapic Ltd)

Findapic supplies a simple photo batch processing file re-namer with the User Guide, which is free and will easily install on most computers. Full instructions come with the guide, but this is a very simple program to use.

Image/Watermarking

Findapic encourages people to watermark their photos to discourage people from printing or saving the online images. Although the system has a built in watermarking feature, it is often not very satisfactory and we suggest watermarking your photos before upload. There is a free watermarker and user guides listed in the [forum](#) but it is probably best to contact webmaster@findapic.co.nz and he will suggest the best option for your system.

Currently the only method of bulk watermarking your gallery is by using the upload link which is set as default called "From Web Browser". The downside to this is that you can only add 20 photos at a time. For many photographers, this may be the preferred option, if they have a fast connection and not too many photos to load. You are also able to write a description of each photo at this time, which will also make it easier for any searches to find.

You can upload your own copyright image if you wish, or **copyright all your images before uploading them.**

Printing your images

In order for Findapic to print your photos for the clients, at the same time as you are uploading your resized images to the website, you will need to post a CD containing a copy of the original images to Findapic, so that Findapic can have top quality prints for your clients.

This is the only expense you incur, the cost of a CD, and the postage. If it is easier for you, personally drop them in to Findapic, which is also acceptable. Remember, the sooner we receive your original CD photos, the faster we can service your clients.

As we have a 10 business day turnaround, if you have uploaded your photos, but do not have a CD burner handy, as long as we receive the CD with original images within 3-4 days we can maintain a quality service. If your CD has not arrived, we may turn your gallery off until such time as it does arrive and we can fulfil orders. We will certainly contact you first if you have orders waiting and we haven't received a disk.

Your revenue and payment

When an order is made from your gallery, Findapic receives the order. Findapic then processes the order by having the photos professionally printed, and then delivered to the customer within 14 days of the initial order being placed.

The customer then still has 14 days to contact Findapic, if, for some reason the order is not as they expected. If the problem is due to printing or postage, Findapic will replace the image/order, or refund the client. If the problem is related to the quality of the photo, we will refer the customer back to the photographer.

Your revenue is calculated as the difference between the retail prices that Findapic has set, minus our percentage. (Read the chart below to see your Net results).

All sales income is held in a separate account. Each month, Findapic calculates your monthly revenue, and will credit your account with this revenue on the 20th of the month following.

Please note that payment will be made by direct credit directly to a NZ bank account, unless you have chosen the option to be paid by cheque. Cheque payments are also sent on the 20th of the month.

Findapic Price Lists			
Photo Size	Retail Price	Photographers Commission if GST Registered	Photographers Commission if NOT GST Registered
6 x 4	\$8.00	\$4.80	\$4.27
7 x 5	\$15.00	\$8.00	\$7.11
6 x 9	\$18.50	\$9.00	\$8.00
12 x 8	\$21.50	\$10.00	\$8.89
10 x 15	\$55.00	\$15.00	\$13.33
12 x 18	\$80.00	\$20.00	\$17.77
T-Shirts	\$49.95	\$10.00	\$8.89
BBQ Apron	\$58.95	\$10.00	\$8.89
Jigsaw Puzzle A4	\$34.95	\$8.00	\$7.11
Coffee Mug	\$34.95	\$4.80	\$4.27
Mouse Pad	\$34.95	\$4.80	\$4.27
Poster Prints			
A3	\$96.00	\$20.00	\$17.77
A2	\$149.00	\$30.00	\$26.66
A1	\$199.00	\$40.00	\$35.55
Canvas Prints (Unmounted)			
A4	\$99.00	\$15.00	\$13.33
A3	\$159.00	\$20.00	\$17.77
A2	\$269.00	\$30.00	\$26.66
A1	\$399.00	\$40.00	\$35.55
A0	\$529.00	\$50.00	\$44.44
Digital Sales	Coming	Soon	Coming Soon
Small Resolution	\$25	Prices to be confirmed	Commission to be confirmed
Commercial	\$50	Prices to be confirmed	Commission to be confirmed

- Findapic keeps all the revenue from the postage and packaging surcharge.

Auditing Process

So that the contributing photographers can be assured of the quality of their photos that are purchased by the customers, Findapic has an audit process in place.

- A photographer may order any 3 prints each two months, allowing them to check the quality of the prints, the turnaround time of delivery, packaging and presentation, thus ensuring them that they are part of a quality business.
- The cost of this process will be credited back to your account after you inform Findapic by email that you have made an audit.
- A monthly report detailing your sales, popular galleries/photos, and visitors will be sent to member photographers.