



**Canadian Conservation
Photographers Collective**

PHOTOSHELTER GUIDE





Introduction

One of the core aims of the Canadian Conservation Photographers' Collective is to provide both awe-inspiring and thought-provoking images to organizations working for conservation all over Canada and the US. We want to position our photos in the fight for the protection of species and natural habitats, where they can inspire, illustrate problems and solutions, and provide a uniquely intimate and true perspective on Canadian wildlife's complex relationship with humanity.

All like-minded organizations with a mission to protect, promote, and expand conservation efforts in Canada and the US are invited to collaborate with us. Our photos serve a dual purpose: to amplify our partners' messaging, by providing accurate and current photographic context to the issues of their work; and to artistically elevate our partner's branding, through the use of powerful and moving imagery.

We offer a library of high-quality professional images that can be used on a variety of materials, including the following:

- Conservation campaigns and events
- Organizational websites and social media platforms
- Educational documents
- Advertisements
- Editorials and newsletters
- Calls to action

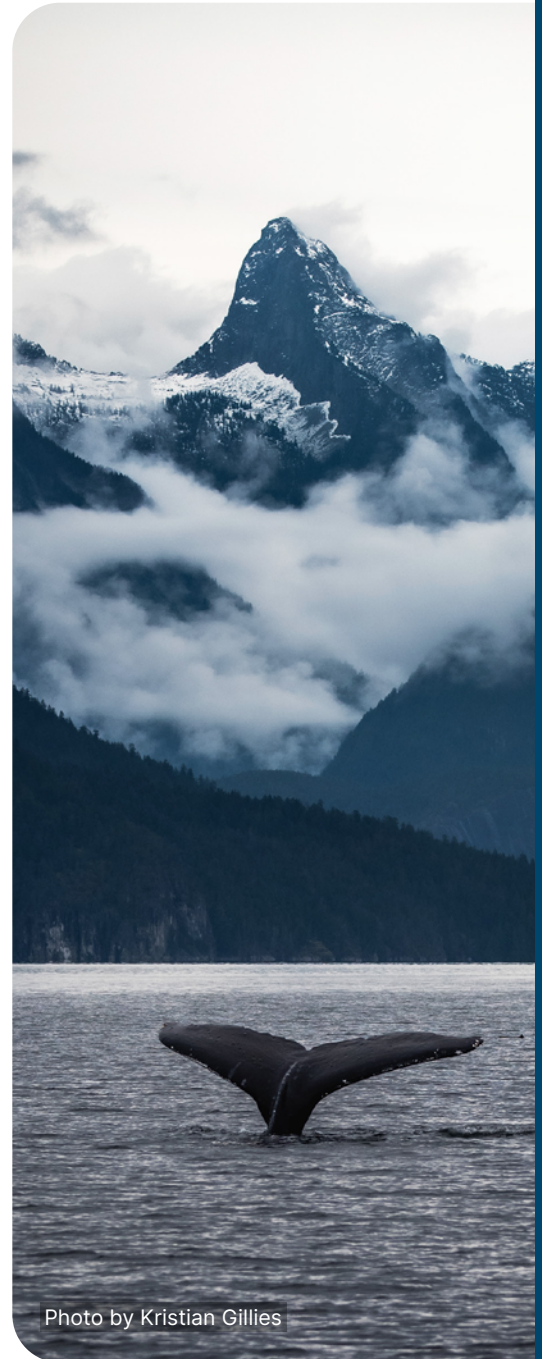


Photo by Kristian Gillies



Accessing the PhotoShelter Library

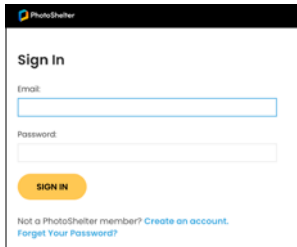
The photography library is accessible through PhotoShelter: a platform for exhibiting and licensing our photos as needed, directly, quickly, and without the need to contact us for every purchase.

At PhotoShelter, our partners can find a great variety of photos taken by the Collective's photographers in many styles, including:





Using the PhotoShelter Library

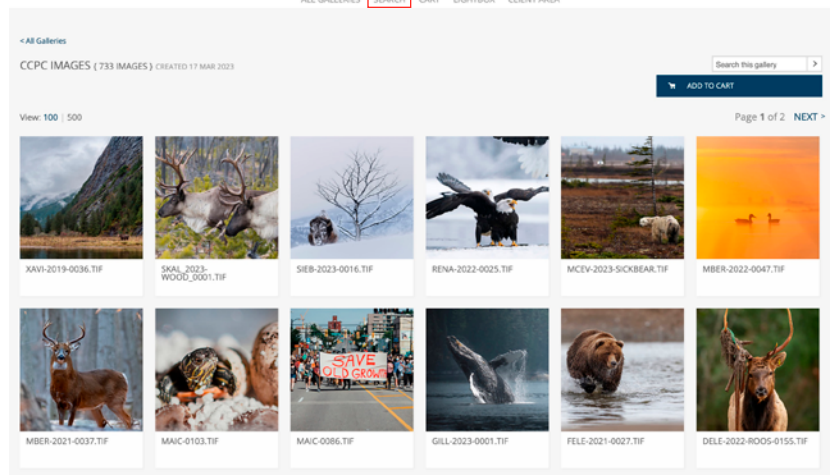


Log-in

Organizations that seek to use our images for the first time may request access to our PhotoShelter library by emailing us at info@theccpc.ca, whereupon they will be sent an invitation to access the platform and create their own login credentials.

PhotoShelter Library

After login, you will have access to view and license all photos; use the search function to filter through results to your preference.



Finding Images

All of our photographs are coded with information on their theme, style, and general geographic location; our partners can easily find what they are looking for using the platform's advanced search engine.

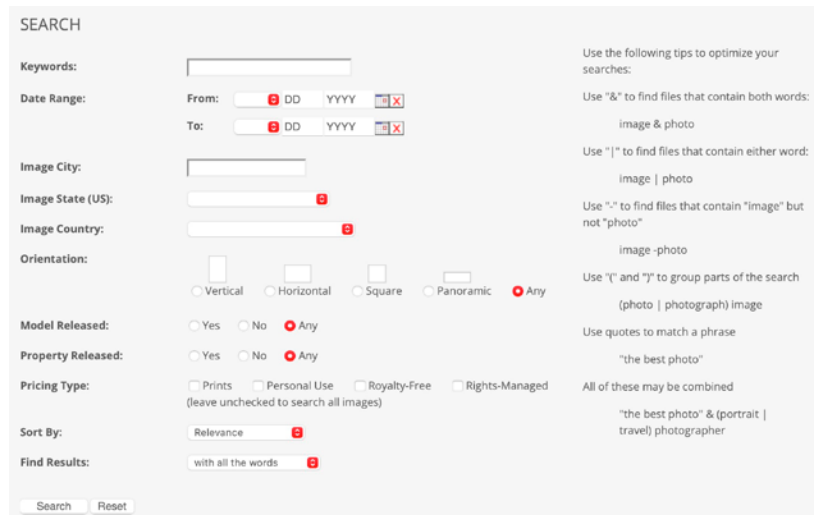
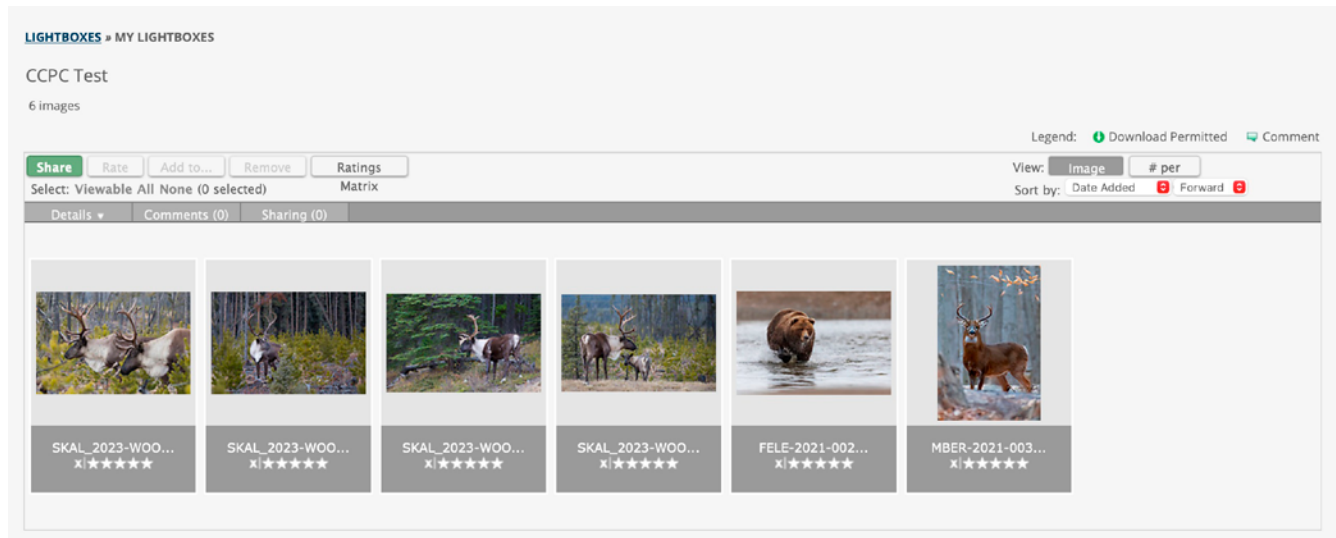


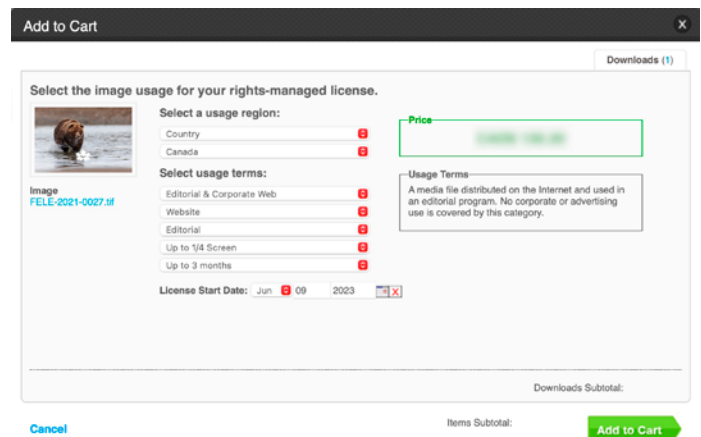
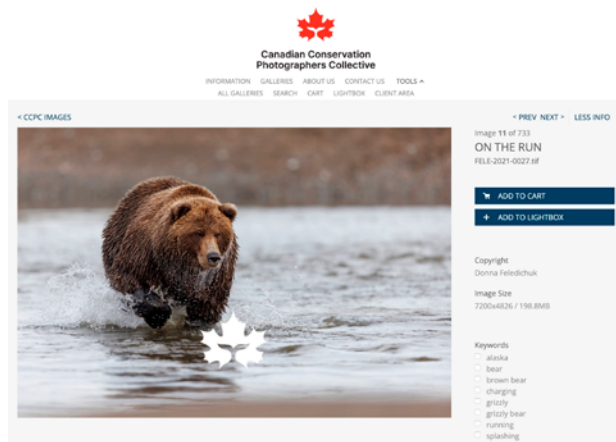


Image Selection and Purchasing

After applying your filter options, a curated selection of images is presented to you, as shown below.



Select one or multiple images. Once you have chosen the image(s) you wish to license, you can select the type, region, and time-period of usage as shown below. Those choices will automatically yield a price.



Pricing

In licensing images, PhotoShelter has default pricing settings to reflect industry standards; due to the non-profit nature of our work, as well as that of our partners, we offer all of our photos at a discounted rate of 50% off regular pricing.

Thank you for working with the
Canadian Conservation Photographers Collective.

If you have any questions, please reach out to
us at info@ccpc.ca.



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theccpc.ca

[@theccpc](https://www.instagram.com/theccpc)

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