

PHOTOSHELTER GUIDE



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Introduction

One of the core aims of the Canadian Conservations 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 photographical 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



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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:









LANDSCAPE







Photos by Mark Williams, Dave Sandford, Chelsie Xavier-Blower, Ryan Miller, Ian Virtue



Using the PhotoShelter Library

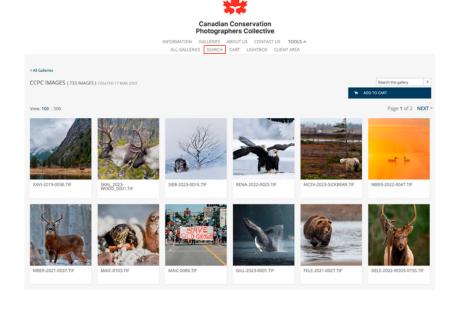
PhotoShelter
Sign In
Email:
Password:
SIGN IN
Not a PhotoShelter member? Create an account.
Forget Your Password?

Log-in

Organizations that seek to use our images for the first time may request access to our PhotoShelter library by emailing us at <u>info@theccpc.ca</u>, 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

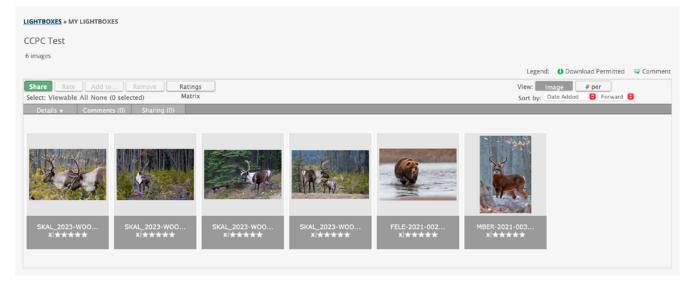
All of our photographs are coded with information on their theme, style, and general geographic location; our partners can easily find what they are looking for using the platform's advanced search engine.

SEARCH		
Keywords:		Use the following tips to optimize your searches:
Date Range:	From: DD YYYY	Use "&" to find files that contain both words:
	To: BDD YYYY	image & photo
1		Use " " to find files that contain either word:
Image City:		image photo
Image State (US): Image Country:		Use "-" to find files that contain "image" but not "photo"
Orientation:		image -photo
	Vertical Horizontal Square Panoramic OAny	Use "(" and ")" to group parts of the search
		(photo photograph) image
Model Released:	🔿 Yes 💿 No 🕒 Any	Use quotes to match a phrase
Property Released:	🔿 Yes 💫 No 🕒 Any	"the best photo"
Pricing Type:	Prints Personal Use Royalty-Free Rights-Managed (leave unchecked to search all images)	All of these may be combined
		"the best photo" & (portrait
Sort By:	Relevance	travel) photographer
Find Results:	with all the words	
Search Reset		

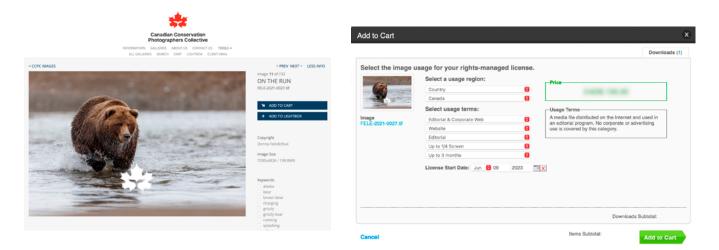


Image Selection and Purchasing

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.



Canadian Conservation Photographers Collective

theccpc.ca @theccpc info@theccpc.ca