

## Overview

Shrelp is a skateboarding photography agency.

Shrelp is an online photography agency that will service images throughout their life cycle. Explore the details below, to see how Shrelp will help secure, simplify and, improve your digital image life cycle.

To the consumer, Shrelp is an Agency, Stock and Editorial Service.

## Back up

Survive a digital disaster by backing up your images with Shrelp. Once uploaded, they are securely stored in the Shrelp cloud, where only you can view and download them. In the Shrelp cloud, you have the choice to sell them personally via our "Private Sale" or let us help you sell them via our "Agency Sale", or "Stock" Services.

Images are uploaded via the web browser or our convenient desktop application.

Features-

- We currently only back up TIFF files.
- We offer unlimited space if you have more than 150 images for sale.

Organize

- Use the different types of sales to categorize your images
- Use meta data info to easily search your library
- Create collections and folders

## Why?

As a photographer your original photographs are invaluable to you. Once captured, they should always be protected & stored. Digital files have enemies in many forms. Not only should your photographs be protected, but a contingency plan should also be in place in case the worst should happen. Fire, earthquakes, robbery, heat, cold, dust, power surges & ex-girlfriends; all may be a threat to your work. Uploading your photographs to Shrelp, ensures that if you ever experience a disaster, your images are still available for you.

## Private Sale [PS]

With Shrelp, you choose the buyer, you choose the price. I'm sure you're weary of sending out hi rez photos, then seeing them in an ad before you are paid. Then, you have to track down the team manager to remind him that he actually used your photo. When you utilize Shrelp Private Sale, the team manager would have paid for the image before obtaining the hi rez version. Shrelp ensures that you are compensated immediately.

Securely share an image or collection with a specific person via email. The selected person will receive an email with a password in order to view and or purchase images.

Types of images that are best for Private Sale.

- Selling to a personal contact.
- Riders that have sponsors and are unable to sell their images to certain businesses.
- Your prized images will be sold at the highest price possible.

## Approved Sale

If a "Private Sale" doesn't work out then let us find a buyer for you! Once a buyer is found, we'll help you negotiate a license and price.

This option is great for professional riders with sponsors because the Photographer and Rider are required to authorize the sale.

- Intended for sponsored riders that endorse specific products.
- You approve who buys the image.
- You approve what the buyer uses the image for.
- You also set the sale price.

### **How it works.**

1. A buyer finds your image on Shrelp.com
2. The buyer requesting to purchase an image, is required to supply the following information.
  - Company Name
  - Company Type
  - Use Type & Duration
3. You will receive this information via email and you can decide whether or not to move forward.
  - You will have access to Shrelp's pricing, Licensing and personal help.
4. Once an agreement has been made, the buyer will make an online payment on, Shrelp.com before downloading the high resolution file.

### **Why?**

Why does Shrelp provide an approved sale option when the competitors don't? Most stock photography sites don't have to deal with complex licencing issues with the individual riders sponsors.

Skateboard and other action sports photography is much different than other types of photography sales. Most riders today endorse products.

## **Rights-managed [RM]**

~~With **Rights-Managed** stock photography an individual licensing agreement is negotiated for each use~~

~~Shrelp is the first and only skateboard stock library owned and operated by skateboarders. Other stock companies believe that your work is a commodity. Getty Images and Corbis are notorious for underpaying photographers or not reporting the sale at all. Shrelp respects your work and copyrights as a photographer.~~

Pricing is determined by size of audience or readership, how long the image is to be used, country or region where the images will be used.

- The value of a license is determined by the use of the image, which is generally broken down along these lines;
  - **Usage:** (eg. Advertising - "Above the Line", Corporate - "Below the Line" or Editorial - "News Media")
  - **Specific Use:** (eg. Billboard, Annual Report, Newspaper article)
  - **Duration:** (eg. 1 month, 2 months, 1 Year, 2 Years etc)
  - **Print Run:** (eg. up to 10,000, up to 1m)
  - **Territory:** (eg; USA, Europe, UK, Germany, or whatever combination of territories are required)

- **Size:** (how big is the image to be used - 1/4 page, 1/2 page, full page, or double page spread)
- **Industry:** (Industry type - eg. Consumer Electronics, Marine Engineering, Financial Services etc)
- **Exclusivity:** (Exclusive, or Non Exclusive)
- The terms of the license are clearly defined and negotiated so that the purchaser receives maximum value, and is protected in their purchase by a certain level of exclusivity.
- Rights-managed licenses provide assurance that an image will not be used by someone else in a conflicting manner. The agreement can include exclusivity, and usually recognises that this represents added value. Not all Rights-managed licenses are exclusive, that must be stipulated in the agreement.
- A Rights-managed image usually allows a much larger print run per image than a Royalty-free license.
- Editorial is a form of rights-managed license when there are no releases for the subjects. Since there are no releases the images cannot be used for advertising or to depict controversial subjects, only for news or educational purposes.

Why:

How many stock agencies let you set the price? Answer: Just shreelp.com.

There is nobody better to price your photos than you. We have a simple interactive pricing tool to help you price your images for thousand of different licensing your options.

### **Image Requirements**

- Images need to be logo free
- Rider shouldn't have any sponsor conflicts with any other brands.

### **Editorial**

Same as stock sales but you don't need a model release.

- Doesn't require a model release.

### **Royalty Free?**