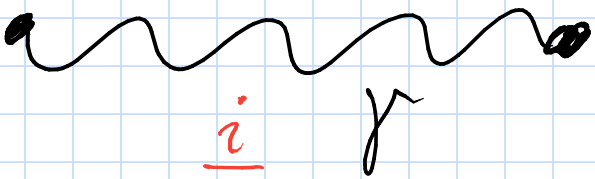
general case

$$\frac{i}{q^2 - m^2}$$

photon (with $m = 0$)



$$\frac{i}{q^2}$$

Note: q = 4-momentum of propagator. $q^2 = E^2 - |\vec{p}|^2$.

Usually, $q^2 \neq m^2$ for virtual particles.