

ARCTIC STOCK WEBSITE

GUIDE FOR CONTRIBUTORS

February 2018

Arctic Stock
1554A Federal Rd.
Iqaluit, NU, X0A 0H0

info@arcticstock.ca



Welcome to Arctic Stock!

Arctic Stock is a community-generated hub for video footage and photography from the Arctic regions. We feature moving and still images of the North that are difficult to find anywhere else. We strive to collect video clips and photography from creative professionals working in one of the most beautiful and harsh natural settings on the planet.

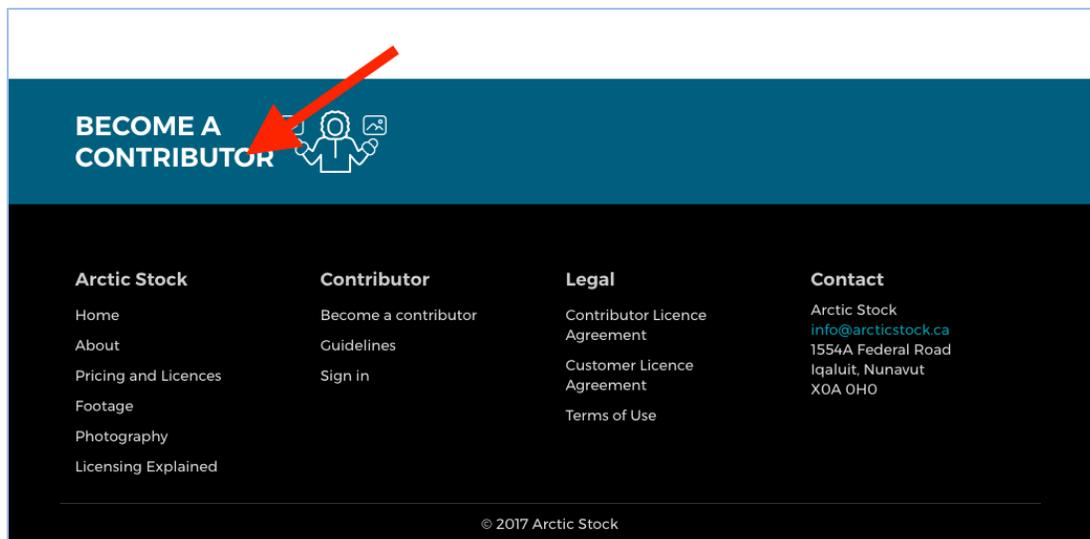
Our Motivation

- Exposure for many talented contributors who may not have had a platform to launch themselves commercially
- Income stream in places where making money can be difficult
- A one-stop shop for Northern images – from the source and from the people
- A glimpse into one of the most unique places on earth

Arctic Stock offers one of the best contributor compensation models in the industry. 50% of collected fees go directly back to you – and we pay out monthly. Arctic Stock is a niche product. Our collection is comprised exclusively of Northern subject matter and is shot largely by local artists. This makes us a one-stop shop for all things Northern!

Setting up your account

Go to the Arctic Stock website and scroll down to the bottom of the page. Click on **BECOME A CONTRIBUTOR**.



Enter your preliminary account information:

- Your first and last name
- Your email address
- Decide on your username. It will be the name the public sees.
- Choose how you would like to be paid. It can be done through Paypal, or we can send you a cheque.
- The **TELL US A BIT ABOUT YOURSELF** section is where you can enter a brief bio that will be visible to the public. It's not obligatory, but clients like to know a bit about the contributors
- Before submitting the form, take a look at the **TERMS OF USE** of the site, as well as the **CONTRIBUTOR LICENCE AGREEMENT**. If you're comfortable with them, check the boxes to finish completing the form.

BECOME A CONTRIBUTOR

[Home](#) » [Log in](#) » [Create new account](#)

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First name *	Last name *
<input type="text" value="Harvey"/>	<input type="text" value="Keitel"/>
Username *	E-mail address *
<input type="text" value="Zolo"/>	<input type="text"/>

This is the name that the public will see. Spaces are allowed, as are periods, hyphens, apostrophes, and underscores.

Your e-mail address will not be made public and will not be shared.

Payment method *

Paypal

Cheque

When you submit the form, an email will be sent to you:

- If you don't see it in your inbox, check your spam folder.
- To finish setting up your account, click on the link.

Account details for Zolo at Arctic Stock

Zolo,

Thank you for registering at Arctic Stock. You may now sign in by clicking this link or copying and pasting it to your browser:

http://test-arcticstock-v3.sites.katittut.cloud/user/reset/121/1519664247/nmuhyWaKazWLzR8CukvdVdv2HWSiZgvBllnlC_mzmz4

Your username is Zolo. The above link can only be used once to sign in and will lead you to a page where you can set your password.

Once you have set your password, start uploading your photos and footage by going to your account menu in the top right-hand corner of the screen and choosing "My work."

-- The Arctic Stock team

You'll be brought to the **RESET PASSWORD** page. Click **LOG IN**.

RESET PASSWORD

This is a one-time login for *Zolo* and will expire on *Tue, 02/27/2018 - 11:57*.

Click on this button to log in to the site and change your password.

This login can be used only once.

Logging in will bring you to this page. Enter the password you would like to use going forward, and confirm it. Click Save.

HELLO, ZOLO  Photo 

[Home](#) » [Zolo](#) » Update email/password

✔ You have just used your one-time login link. It is no longer necessary to use this link to log in. Please change your password.

[My profile](#) | [Update email/password](#)

E-mail address *

A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.

Password

 Password strength:

Confirm password

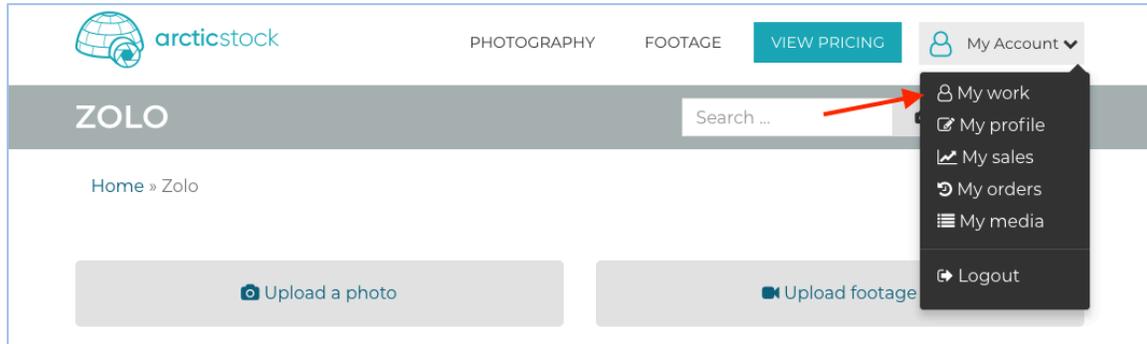
To change the current user password, enter the new password in both fields.

You will see a message in green informing you that the password has been saved.

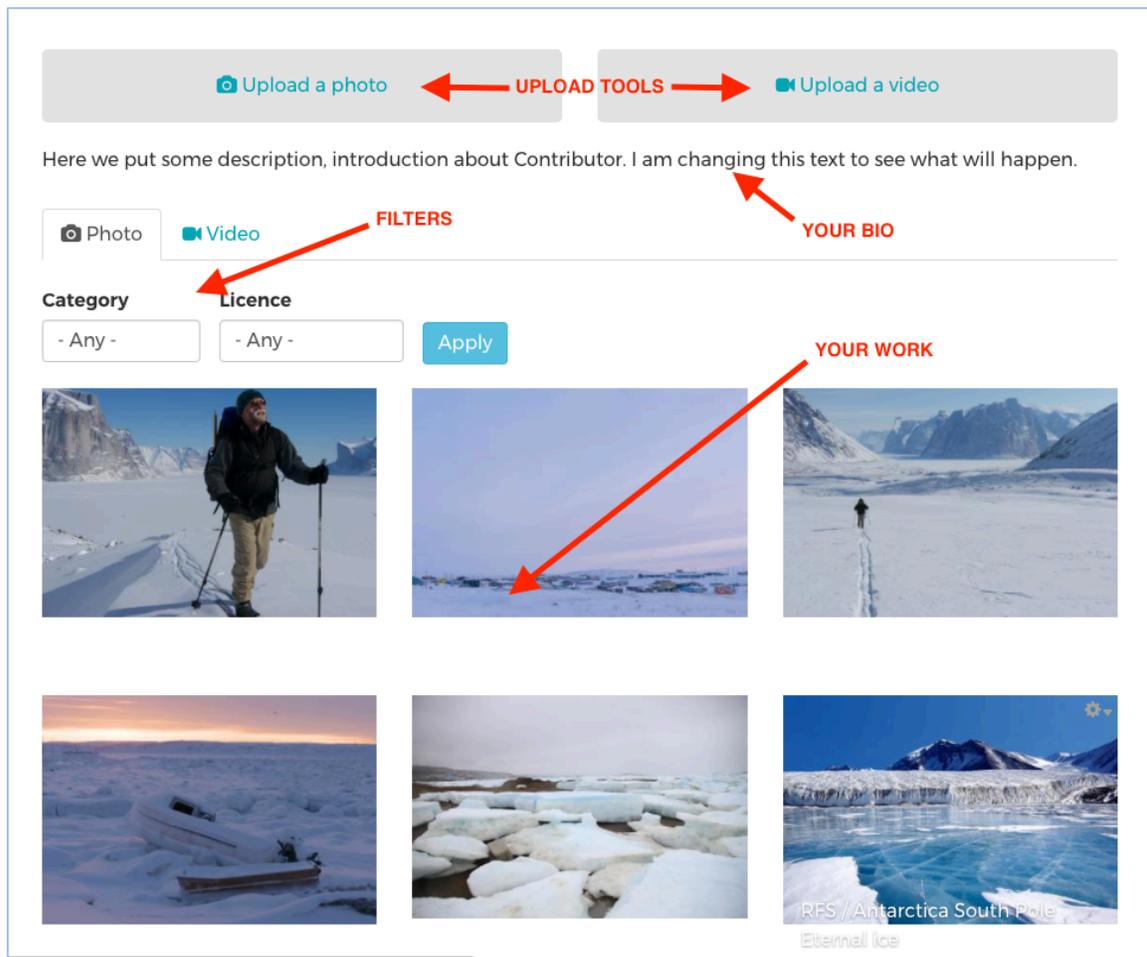
✔ The changes have been saved.
Upload your photos and footage by going to your account menu at the top right of the screen and choosing "My work"

Uploading your photographs and footage

Go to your **MY WORK** page. You can find it in the drop down menu at the top right.



All your photographs and videos are on this page.. Since you are logged in, you have access to the upload function.



To upload a photograph, click **UPLOAD A PHOTO** and you will be brought to the **CREATE PHOTO** page.

1. Enter the title.
2. Upload the photo, keeping in mind the required file size and specifications listed below the **PHOTO** field.
3. Choose the licence type. You can find information to guide your choice on the [Licensing Explained](#) page and in the [Contributor Licence Agreement](#).
4. Choose up to three categories for your photograph.
5. Indicate what season the photograph was taken in, or choose “Unspecified”.
6. Indicate the location where the photo was taken.
7. Enter any tags (keywords) that you think would help someone find your photo using the search field. This is covered in more detail further on.
8. You can enter a description of the photo, which will appear underneath it.
9. Click **SAVE**.

Once you’ve saved your photograph, you’ll see the following message:

Your photograph/video has been successfully uploaded. Please allow 48 hours for us to process your submission. To make any changes, contact info@arcticstock.ca
Photo *Snowy Morning* has been created.

If you go back to the **MY WORK** page, you’ll see the photograph greyed-out with the mention “Processing” on it. It is not yet visible to the public.

Uploading videos

To upload a video, click **UPLOAD A VIDEO** and you will be brought to the **CREATE VIDEO** page. The process is the same as that of uploading a photo, the only difference being the file specifications, and the option of indicating that the file contains audio.

The Create Photo page

CREATE PHOTO

Title *

Alphanumeric characters only

Photo *

Sam Ford_005.jpg (3.21 MB) [Remove](#)

Files must be less than 10 MB.
File types: jpg jpeg.
Minimum resolution: 1250px on long side.

Licence *

Royalty Free [?](#)

Rights Managed [?](#)

Pricing *

Standard [?](#) *

Premium [?](#) *

Choose up to three themes *

 Communities

 Culture

 Industry

 Landscapes

 People

 Wildlife

Season *

Location *

Tags

 [+](#)

Enter up to five tags, separated by commas. Do not repeat terms already used in the title.

Description

Describing your photos and footage

The way you describe your media can determine whether or not a client finds it. While some clients prefer to browse through an entire category of images, most will search using keywords. In describing your media, think about the words that a potential client might use to search, and make sure that those words are present in the **title** or the **tag** field. For example, this photo could be described as follows:



Title *

 ←

Alphanumeric characters only

Photo *



Files must be less than 10 MB.
File types: jpg jpeg
Minimum resolution: 1250px on long side.

Licence *

Royalty Free ?

Rights Managed ?

Pricing *

Standard ? *

Premium ? *

Choose up to three themes *

Communities Culture Industry Landscapes People Wildlife

Season *

Location *

Tags

 ←

Enter up to five tags, separated by commas. Do not repeat terms already used in the title.

A client will find this photo if they search using the words “camping”, “tent”, “skis”, “Sam Ford”, or any shortened version of these terms (like “camp”). The words in the description, however, are not searchable, so the client would not find this photo if they entered the word “coffee”, even though it appears in the description.

Viewing your published work

Once your submission has been processed, it's made visible to the public. This is how it's presented:

SNOWY MORNING

Search ... Photo

View Edit Manage display Devel



PHOTO IS WATERMARKED

Snowy morning
Clyde River

Original resolution: 2464x1632 px
Contributor: [Zolo](#) LINK TO CONTRIBUTOR PAGE
Licence: [Royalty Free](#)
Themes: [Landscapes](#)

tent camping skis Sam Ford Fiord TAGS

Size
✓ Small 1250 x 828px 9.00 CAD

Add ons

- 10 users up to 250K print +50.00 CAD
- Unlimited Users +100.00 CAD
- Unlimited Print (incl. unlim users) +20.00 CAD
- Product for resale (incl. unlim users) +450.00 CAD

9.00 CAD

Add to cart

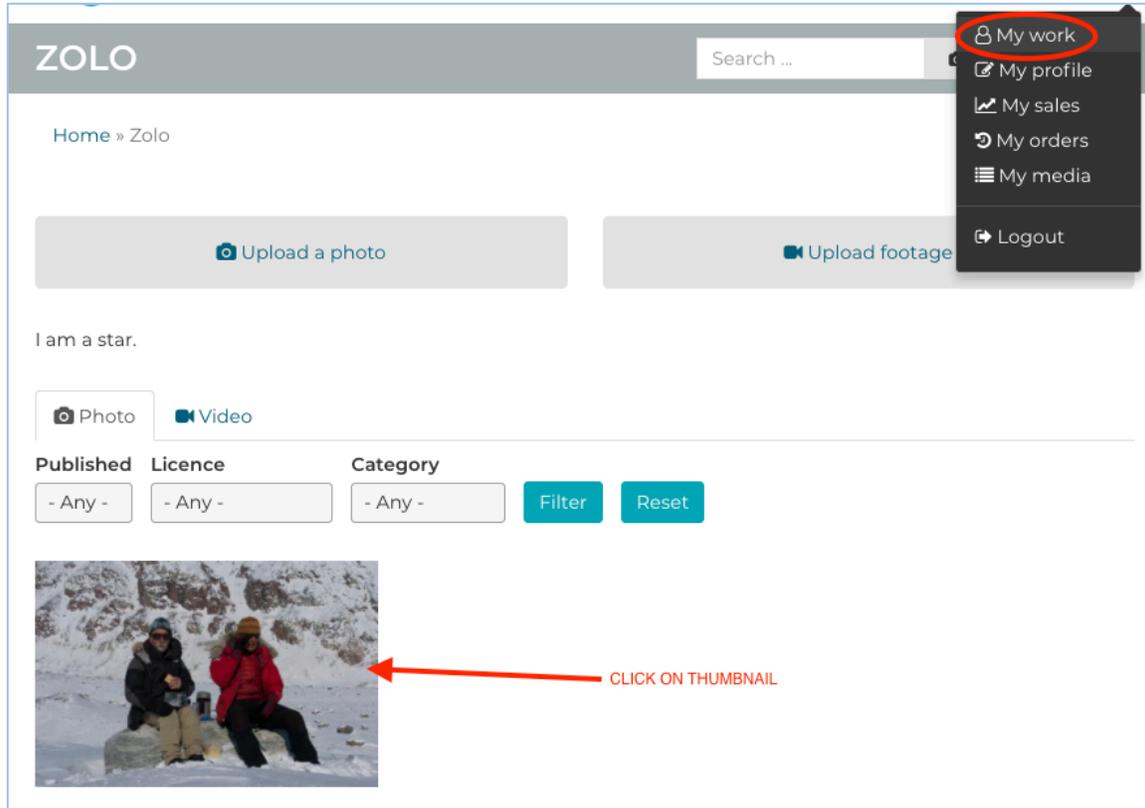
Need help with licensing?
Get personalized pricing by telling us when, where, and how you want to use this photo. [Contact us](#) and we'll help you license this photo.

This photo was taken in Sam Ford Fiord as we were having coffee in our tents, just about to head out for a day of skiing.

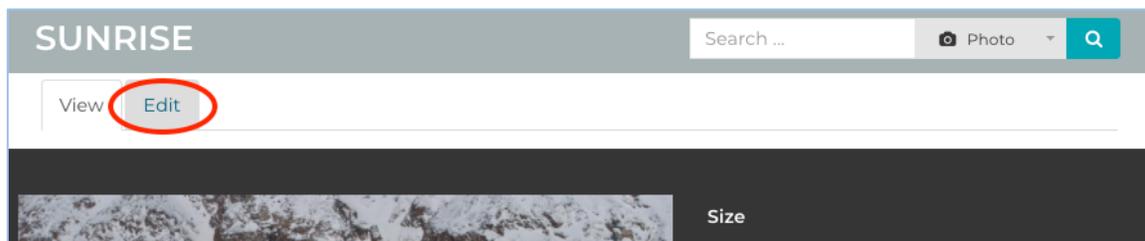
[More from this contributor](#)

Editing a description of your work

Go to your **MY WORK** page. You can find it in the drop down menu at the top right. Click on the thumbnail of the work whose description you want to edit.



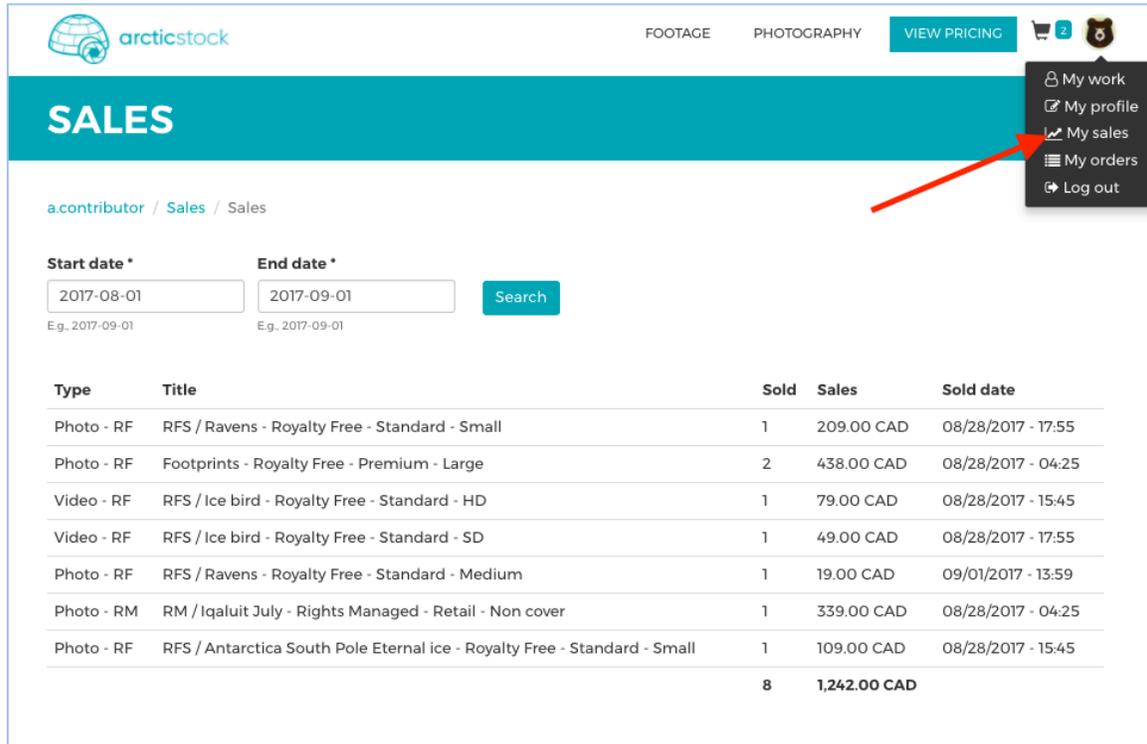
You will see your work presented with pricing and licensing options. Click on the **EDIT** tab.



The description page will open, allowing you to make and save changes.

Viewing Your Sales

To see how many of your photos and videos have been sold, go to the **MY SALES** page through the dropdown menu on the top right. The amounts indicated in the **SALES** column are the full price paid by clients (before tax), of which you have earned 50%.



SALES

[a.contributor](#) / [Sales](#) / Sales

Start date * **End date ***

E.g., 2017-09-01 E.g., 2017-09-01

Type	Title	Sold	Sales	Sold date
Photo - RF	RFS / Ravens - Royalty Free - Standard - Small	1	209.00 CAD	08/28/2017 - 17:55
Photo - RF	Footprints - Royalty Free - Premium - Large	2	438.00 CAD	08/28/2017 - 04:25
Video - RF	RFS / Ice bird - Royalty Free - Standard - HD	1	79.00 CAD	08/28/2017 - 15:45
Video - RF	RFS / Ice bird - Royalty Free - Standard - SD	1	49.00 CAD	08/28/2017 - 17:55
Photo - RF	RFS / Ravens - Royalty Free - Standard - Medium	1	19.00 CAD	09/01/2017 - 13:59
Photo - RM	RM / Iqaluit July - Rights Managed - Retail - Non cover	1	339.00 CAD	08/28/2017 - 04:25
Photo - RF	RFS / Antarctica South Pole Eternal ice - Royalty Free - Standard - Small	1	109.00 CAD	08/28/2017 - 15:45
		8	1,242.00 CAD	