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How to Choose Stock Photography for Your Ebook Covers

By **Leva Duell**

Choosing the right images for your ebook is important to convey the message you want. Stock photography is an effective tool for your ebook covers.

Here are some tips to help you find and choose stock photos.

1. Photography agencies have many selections. Stock photography is more cost effective than custom photography and will work for most ebook covers.
2. Be flexible. Don't expect to find the exact image you want. For example, if you provide information about home schooling, you may want to find an image of a women with a child. The images you'll find may not be the size, color, or position you're looking for and the child may not be the right age for your topic. Determine what message you want to convey. Then search for an image that conveys that message. If you don't find the right image, you may want to take your own pictures with a digital camera or hire a photographer.
3. Use a free comp image to try out the image. Most stock agencies offer a free comp image for position only so that you can try it and see if it's going to work for your purpose.
4. Buy the size and resolution you need. Don't pay more than you need to. So don't pay for 300 dpi resolution when you only need 72 dpi resolution for an ebook cover image.
5. If you don't find what you need, contact the web site. They may have images that are not featured on the site.

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6. Know how to search. Try different keywords. If you are looking for a women in the woods, try keywords like "women woods, women trees, women forest."

7. Consider combining two or more images. Sometimes you have to put two or more images on top of each other to create the image you want. You can use a graphic program to do this. In the example above, you may find a great image of a forest without a women. You may want to put a picture of a women on top of the forest image.

8. Check the "Terms of Use." Some sites only allow you to use their images for personal use, while others allow commercial use (which is what you will want for your ebook that you are selling). Other sites let each contributor of the images determine what kinds of usage will be allowed. If you're using the image for an extended period of time, you may have to pay every year.

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Why Stock Photography is a Great Resource for Web Business

By Kelly Paal

A picture is worth a thousand words.

And it still is today. With the media changing everyday photography has changed along with it and as a result is still a valuable resource for web business.

Photos enhance the look of a website.

Communicate so much more than words, they communicate emotions.

Photos can be customized for borders and backgrounds.

Photos have more impact than clip art. (They tend to give a more professional look.)

Stock photography is a big business and affordable stock is out there.

As a web business you're most likely a small business and have a limited budget and that's where stock photography can be great resource for you. You can spend as little as \$10.00 or as much as \$200.00 plus on one image. (Consider that if you hired a professional commercial photographer to shoot a few rolls of film to your specifications it would cost you thousands and thousands of dollars.)

How to Choose Stock Photography for Your Ebook Covers

Things to remember when shopping for stock photography:

Know what you want, start with a generic idea and get specific as you shop (Remember you probably will not find the exact image that you have in your head, be open to good photos that you find along the way.)

Shop around, try the larger agencies try the independents too. (Larger agencies offer more to chose from independent photographers offer more personalized service.)

Know what you're going to use it for, stock photography belongs to the photographer who created it, or the agency, so know what you need it for there can and will be limitations of use.

Know what format you need, you only need 72 dpi for the web, be careful that you don't pay for a higher quality when you don't need it. (300 dpi for printing purposes)

Know your terms for the industry, Make sure that you know what the difference is between royalty free and rights managed, and any other terms the business may use. If something is not clear on their site contact them and ask for clarification.

So remember you can add a little more impact and emotion to your site by making use of the stock photography out there today.

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Kelly Paal is a Freelance Nature and Landscape Photographer, exhibiting nationally and internationally. Recently she started her own business Kelly Paal Photography (

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). She has an educational background in photography, business, and

commercial art. She enjoys applying graphic design and photography principles to her web design.

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