



HOW WE WORK WITH PHOTOGRAPHERS

WHAT PHOTOS ARE WE LOOKING FOR?

We are often looking for photos that fulfill specific content shortages. We keep a current list of content shortages and will provide you with it on request. Some of our core activities will always be on that list, eg. hiking, mountain biking, skiing and snowboarding. We are also always interested in seeing photos of downtown Revelstoke and strong scenic images.

Some tips when choosing photos for us to review:

- The photos we purchase are vibrant and bright, but not oversaturated or over-edited. We prefer images that showcase an authentic view of Revelstoke. If a photo is edited in a very unique or specific style it is hard for us to use it in our marketing collateral.
- We are more likely to purchase horizontal (landscape) images as they have more applicable uses.
- We look for photos with strong composition and use of the rule of thirds.
- We prefer photos of people doing activities to photos of people looking at a view.
- All subjects must be role modelling proper safety practices (eg wearing helmets or PFDs, carrying avalanche gear).
- Photos that showcase diversity are always in demand.

PHOTO RIGHTS

THIRD PARTY RIGHTS - We work closely with the Revelstoke Chamber of Commerce, and as a benefit of membership, Chamber members can access our photo catalogue for their marketing purposes. Generally this includes their website, social media, and print material like brochures.

NON-THIRD PARTY - We also purchase photos for our use that are not shared with our stakeholders. These are kept separately and reserved for our online and print materials.

We generally prefer to not have a time limit on purchased photos, for the simple reason that it is very hard for us to manage and monitor when rights expire. In our experience, photos become dated and we will delete them from our inventory in any event. We can also negotiate prices for web use only.

PRICING

Please quote us prices for both third party and non-third party use (or let us know if you don't want to grant third party rights). It is up to you to set what you believe is a fair price for your work. We work with a limited budget and would love to purchase more photos than we can afford. Please continue to send us photos you're interested in selling and we will always be happy to review your work.

We sometimes have specific projects and will contract a photographer to shoot for us. Please let us know if you are interested in being on our list of contract photographers and if you have any area of specialization (eg events, adventure, scenics).

TOURISM

REVELSTOKE.