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When faced with the task of finding an effective way to spread the word about an important product, idea or event, it is imperative that the ad be something that will catch the eye of the public. This is why many creative directors will choose to use stock photos in their advertisements. An attractive image is often the first thing someone notices when looking at a billboard, website, etc.

There are agencies that specialize in amassing a collection of photographs that can be used for a multitude of purposes depending on what text is added to them. They lease these images to others who wish to use them as part of an advertisement. These companies can be found online and the fees will vary depending on the picture and it's intended use.

There are advantages to using these photographs. For one, they really do save money. It costs far less to lease an image than it does to hire a professional photographer and the necessary models for a shoot. Bonus number two is that those purchased online may be embedded with a type of coding known as meta-data. This allows them to be attached to certain keywords that when entered into an online search, will pull the ad as part of the results.

A lot of stock photographs are of exotic landscapes and various animals. They also use models to depict generalized professionals in simulated poses. Stereotypes are also quite common in these collections. Through recognizable gestures, emotions and props; they are able to convey a usable idea.

Caution should be used when choosing which stockpile photo to use. Sometimes, without even realizing it, one may be drawn to a picture because it seems familiar. And it may seem that way because it has been used many times before. Choose something that is more unique and will make people think of the intended subject, not what the image itself represents.

Unless a vintage appeal is what is desired, watch for images that are dated by their fashion, hair and prop choices. Some photos come off as too posed when the models are sporting fake smiles and are staring rather than making eye contact. As a whole, folks seem to be more attracted by pictures where the subject are more natural and candid. When cutting and pasting two different graphics together, it is well worth the time to be sure the edges are smooth.

Each of these stocked images will have a fee attached to it. There are several things that the owners will use to determine what that charge will be. Factors such as when, where and in what manner the picture will be used are three of the top issues. How often it will be copied and whether royalties are attached are two more things to consider when it comes to pricing.

Royalty-free items are purchased for a set fee and can be used an unlimited amount of times in most cases. The drawback is that the owner may sell the same graphic to as many buyers as they choose, so there is no option of making it exclusive. Rights-managed pictures are also known as licensed images and will come with very specific rules pertaining to their use. Using stock photos in advertising is a quick and easy way to enhance the ad.

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