

# **Lone Pine Photo**

## **Purchasing An Image**

<http://www.lonepinephoto.ca>

### **a) Quick outline**

Register for free account and log in

Search and click on the desired image thumbnail

Select "Purchase options"

Follow the instructions, review the results carefully, select Calculate Price and press "Save this quote to my cart"

From the cart you have the option to "Proceed to payment options", "Empty the cart" or to "Continue shopping".

### **b) Detailed purchasing outline**

To calculate the price of an image, click on the "Purchase options" link below the thumbnail image in the Gallery display or on the shopping cart icon on the image overview display. A page will appear with five drop down menus. Choose the appropriate selections for your intended image use.

The options you choose in the calculator will affect the price, and will determine the terms of your licence to use the image. Please look at the key below for an explanation of each of the drop down menus displayed in our price calculator:

**What will the image be used for?** : the basic use for the image - books, magazines, brochures or calendars.

**Where will this image be used?** : a detailed description on how the image will be used. For example, inside or cover use.

**What will be the duration of use?** : the term of the image license.

**What is the expected print run?** : the number of units that will be printed.

**What size will the image be when it is reproduced?** : the size of the printed image.

When you have completed your selections, please check to confirm that all of the options you have selected are correct. For example, if you are calculating a price for the use of an image in a book, the word “book” must be on each line of your selections to ensure that your calculation will be correct. See the following example:

Calculate price for digital image	
What will the image be used for?	Editorial - Book
Where will this image be used?	Book 1 - inside, 1 language, no digital rights
What will be the duration of use?	Book - up to five years in publication
What is the expected print run?	Book A - Up to 10,000 units
What size will the image be when it is reproduced?	Book A - Eighth page (1/8 page)
<input type="button" value="Calculate price"/>	

Select “Calculate Price” to create an image price. Then click “Save this quote to my cart” to put the image in your shopping cart. You may continue shopping, or if finished, accept the terms of sale and click on “Proceed to payment options” to purchase the image.