



ILCP IMAGE SERVICES

iLCP offers highly personalized image research, selection and curatorial services that help our clients and conservation partners use dynamic, ethically sourced imagery that supports their mission and stories. Some of the benefits of using iLCP's Image Services include:

- iLCP's in-house image library numbers over 15,000 images from around the world, depicting a wide variety of ecosystems, wildlife, and humans interacting with their environments.
- All images come from one of our 100+ Fellow Photographers, an elite group of the world's most acclaimed wildlife, nature and culture photographers who are deeply committed to cultural and environmental conservation.
- If a requested image is not available in our library, we will make a request to the Fellowship, who may have an ideal picture in their personal portfolios.
- As needed, iLCP's Visual Assets Manager will act as your personal curator to help you select images that meet your criteria and define your project. Custom tailored galleries can also be established to facilitate the image selection process.
- Non-profits, education groups, environmental, governmental and international agencies receive discounts as we work to support their critical efforts in conservation.
- iLCP images are ethically sourced and our Fellow Photographers have each committed to maintain the highest professional standards in their business practices and in the field. The iLCP Ethics Standards and Principles is attached.



"The cover photos for the journal *Conservation Biology* are supplied by iLCP.

Their images are unique, of extremely high quality, and talked about.

The breadth of topics their work encompasses is incredibly broad, from lichen, to muskox, to oil derricks. The photographers and staff of iLCP are responsive to our needs and work well with our publisher and staff."

E. Main, *Conservation Biology*

International League of Conservation Photographers Image Pricing List

Non-Profit, Academic, Scientific Journal

Web

Very small for Web/Mobile up to 413px	60
Image up to 1,000px - not home page	125
Image up to 1,000px - home page	200

"The images in the gallery you prepared for us are amazing. How will we choose?! Thanks for this beautiful selection."

Betty Meyer

Director, Creative Services
World Wildlife Fund (WWF-US)

Film/Documentary/PSA

Limited Distribution	250
Extensive Distribution	500

Print - Magazines

	1/8 Pg	1/4 Pg	1/2 Pg	3/4 Pg	Full Pg	Cover
Circulation < 5,000	150	200	250	300	350	400
Circulation 5,000 to < 100,000	225	275	325	375	450	500
Circulation 100,000 to 1 million	275	325	375	425	500	575
Circulation > 1 million	375	425	475	525	600	675

Brochures, Leaflets, Catalogs, Reports

	1/4 Pg	1/2 Pg	3/4 Pg	Full Pg	DbI Pg	Cover
Print run up < 5,000	250	325	400	475	600	525
Print run 5,000 to 20,000	300	375	450	500	650	575
Print run > 20,000	375	425	475	525	700	675

Royalty-Free 3 Year License

2MB – 300dpi/2x4"	200
10MB – 300dpi/5x8"	350
25MB – 300dpi/8x12"	500
50MB – 300dpi/11x17"	750

Commercial, all other

Web

Very small for Web/Mobile up to 415px	60
Image up to 1,000px - not home page	175
Image up to 1,000px - home page	325

Print - Magazines

	1/8 Pg	1/4 Pg	1/2 Pg	3/4 Pg	Full Pg	Cover
Circulation < 5,000	400	475	550	625	700	800
Circulation 5,000 to < 100,000	475	525	600	675	750	900
Circulation 100,000 to 1 million	600	675	775	900	1000	1200
Circulation > 1 million	800	875	950	1025	1200	1500

Brochures, Leaflets, Catalogs

	1/4 Pg	1/2 Pg	3/4 Pg	Full Pg	DbI Pg	Cover
Print run up < 5,000	400	475	525	575	850	750
Print run 5,000 to 20,000	450	525	575	625	900	625
Print run > 20,000	525	575	625	700	1000	800

* Please contact our office for pricing information on prints or other options. images@ilcp.com

iLCP's Core Values – Conservation, Integrity, Photographic Excellence

iLCP Fellow Photographers must demonstrate these values through work that helps to safeguard the biodiversity of the planet and the integrity of natural ecosystems. Fellows adhere to moral and ethical principles especially in behavior towards and depiction of the natural world, and set standards of photographic excellence.

Ethical Standards & Principles

iLCP Fellow Photographers commit to maintaining the highest ethical standards in both their business practices and in their behavior in the field. They advance ethical behavior throughout the photographic community by setting an example of integrity and professionalism. In doing so, they follow these principles:

- Integrity: The effectiveness of photography in furthering conservation is directly tied to its being accepted as authentic, accurate and honest.
- Respect: iLCP Photographers demonstrate respectful and professional behavior toward their subjects, human or wild, as well as toward the people with whom they come in contact during their work.
- Professionalism: Their behavior as individuals reflects on the image and integrity of every other iLCP Fellow and influences the impact and credibility of the organization as a whole.

Field Practices

iLCP Fellows have pledged to minimize their impact on the areas and subjects they photograph. Specifically:

- The welfare of photographic subjects stands above all else. Maintaining safe and responsible working distances is key to working with animal families to avoid having a negative impact on reproductive success or to add to the risk of predation.
- Impact on the landscape is minimized by following the "Leave No Trace - Pack It In, Pack It Out" ethic that maintains the integrity and character of the places they work.
- They shall be aware of and follow all regulations and customs that might impact their behavior in the field.
- They will treat all partners in conservation - scientists, landowners, guides, and government officials - with respect and professionalism.
- When working with indigenous people, they will make every effort to respect and accurately represent the cultural values and traditions of the subjects. When appropriate, they will seek the necessary permissions from government agencies and indigenous leadership.

Use of Captive Animals

In some cases, photographing captive animals can be a valuable source of rare imagery that can be valuable for specific conservation goals. However, the use of captive animals must be governed by the same ethical considerations as elsewhere and the welfare of the animal should always be paramount:

- Any institution that exploits animals solely for profit should not be utilized or supported.
- Images of captive animals will be honestly and accurately captioned and never represented as wild.

Digital Manipulation

The documentary power of a photograph is directly linked to its value as a record of real events. Yet, with the advent of digital technology, the manipulation of images has become both easier and more widespread and can undermine public confidence in photography as a factual record. For this reason, iLCP's position is that image manipulation must never alter essential content in such a way that it deceives the intended audience. Creative manipulation, when performed, must be fully disclosed to the end user.

Truth in Captioning

iLCP photographs deliver information, which shall be both accurate and honest. Inaccurate or dishonest captioning reduces the effectiveness images as tools for conservation, subverts the message and undermines public trust.