

**St** Adobe Stock

# Adobe Stock Contributor Guide

# About Adobe Stock

Adobe Stock connects contributors to buyers searching for unique and high-quality images, graphics, and videos to enhance their creative projects.

With a marketplace powered by the world's leading creative community, Adobe Stock gives creatives access to stunning photos, graphics, videos, 3D assets, audio and templates, including the Premium, Editorial and Free collections—right inside their Adobe Creative Cloud apps.

The Adobe Stock team is responsible for managing, curating, and promoting these assets. We are a global team with offices in London, Paris, Berlin, Tokyo, New York, Seattle, and San Francisco.

Adobe Stock content comes from designers, photographers, filmmakers, animators, artists, and hobbyists. This guide is designed to familiarize you with Adobe Stock, provide resources to get you started, and inspire you to continue your stock journey.

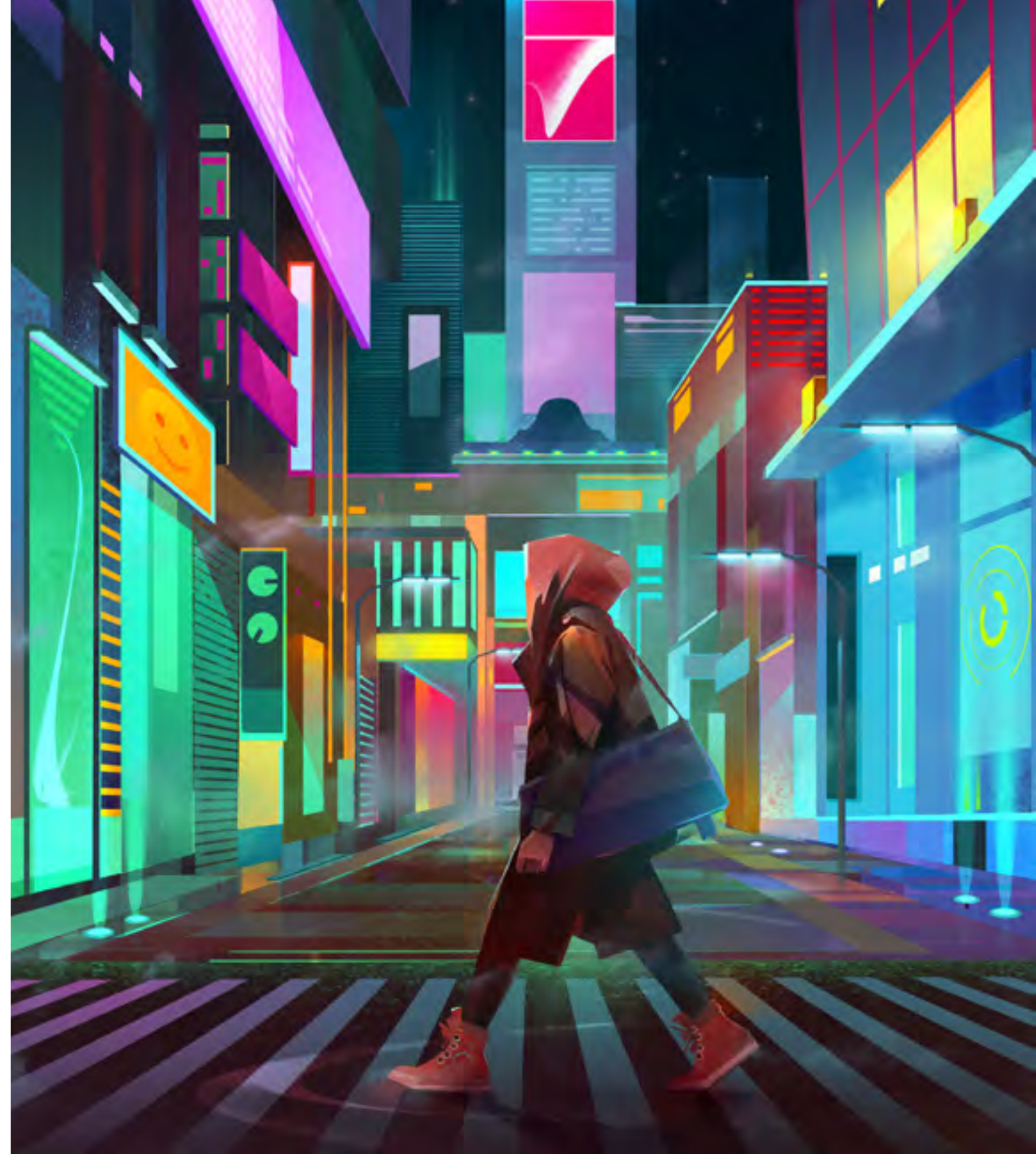


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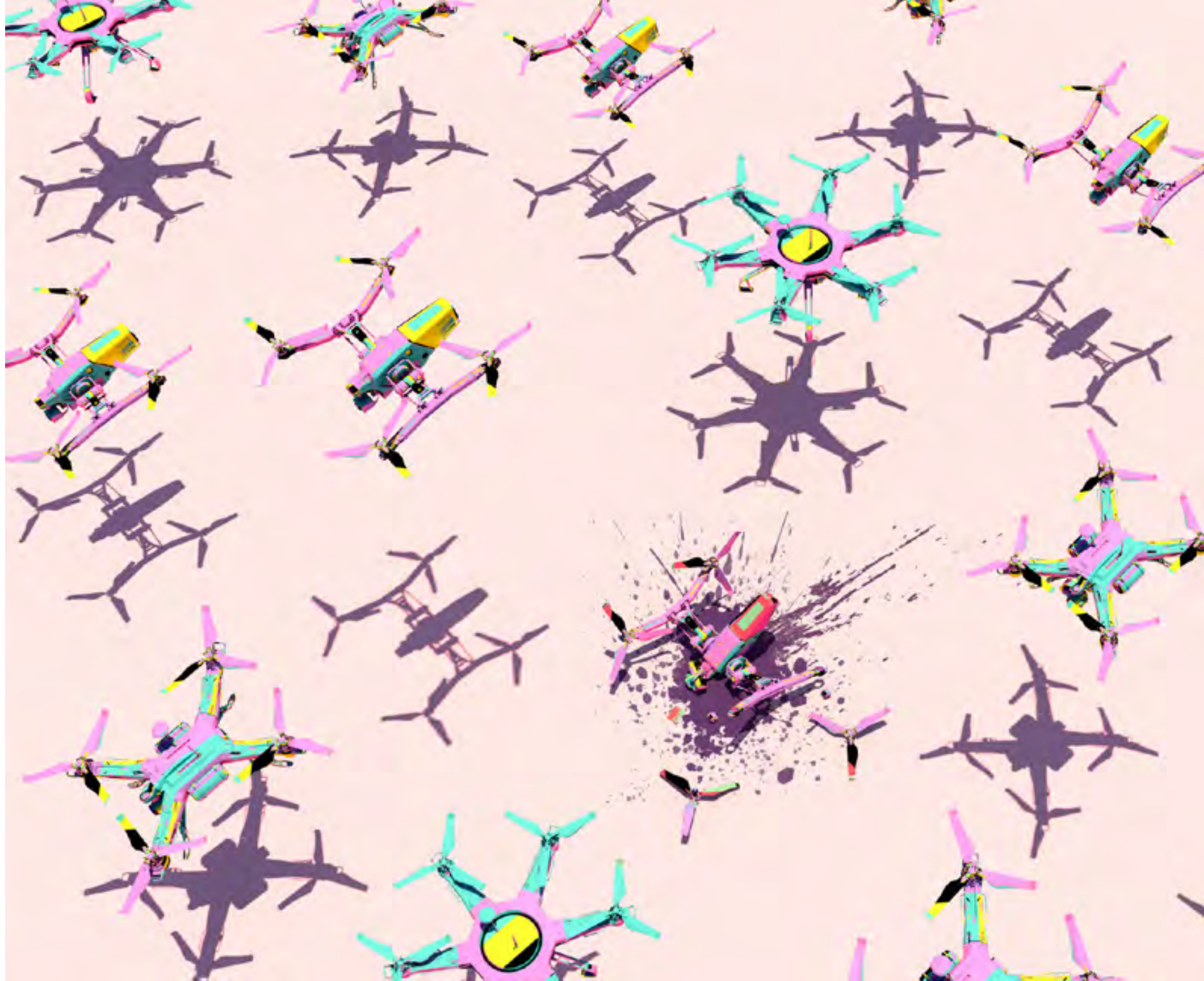
THIS GUIDE IS AN INTERACTIVE PDF. CLICK THE PAGE NUMBERS (ABOVE) TO GO DIRECTLY TO SPECIFIC SECTIONS. **BOLD** TEXT INDICATES HYPERLINKS.

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# Basics



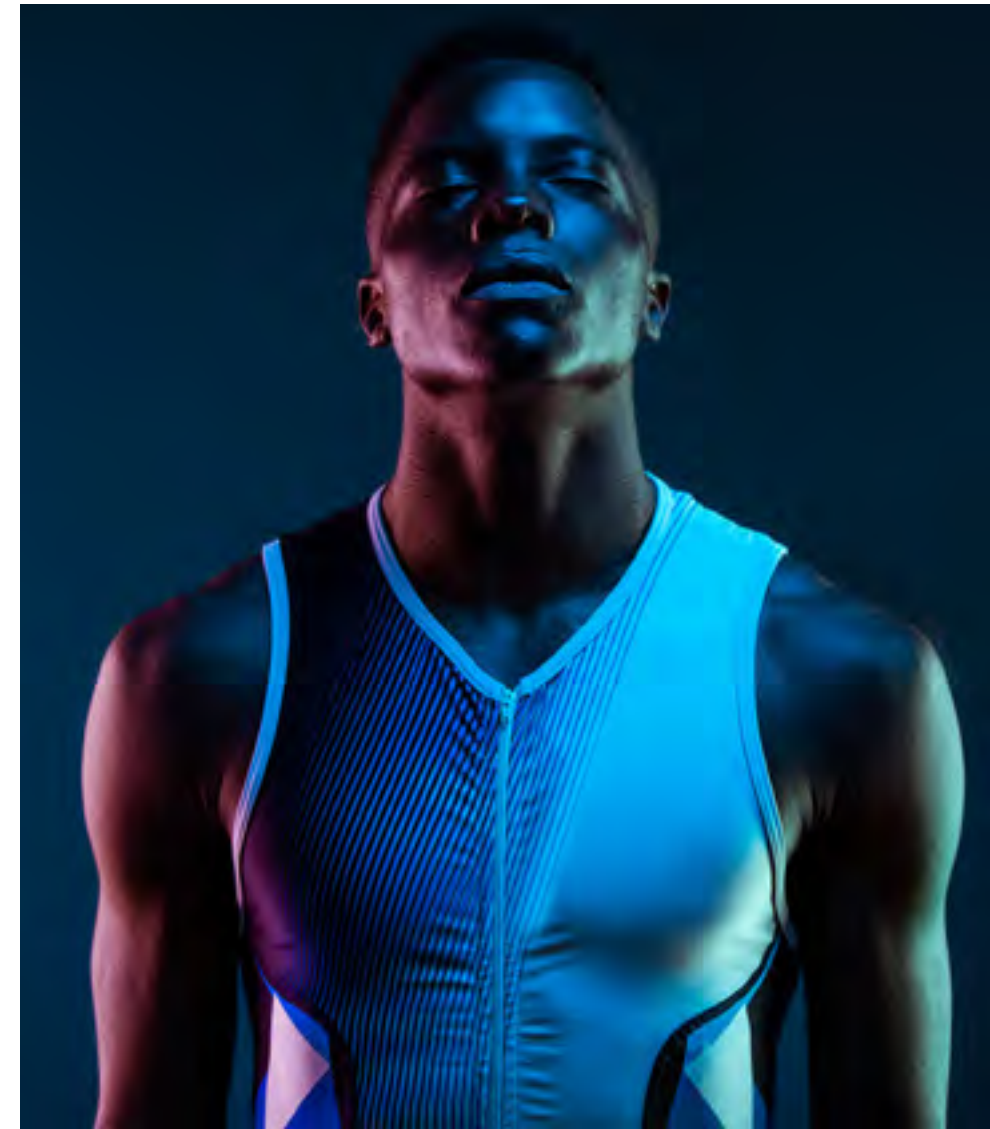
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# Creativity that works for you

Advertising agencies, designers, filmmakers, and other creatives turn to Adobe Stock every day for compelling visuals.

Adobe Stock offers you a platform to post your work where makers and doers can find it. We also help you license your images for use in projects ranging from newsletters to billboards.

Customers license content royalty free, either on demand or through a subscription program. "Royalty free" means that a customer pays once to license your content, and may use it multiple times without additional payments. However, there are limitations. For example, customers cannot sell or redistribute standalone digital content as their own. To learn more about licensing, visit our [Learn & Support](#) page.



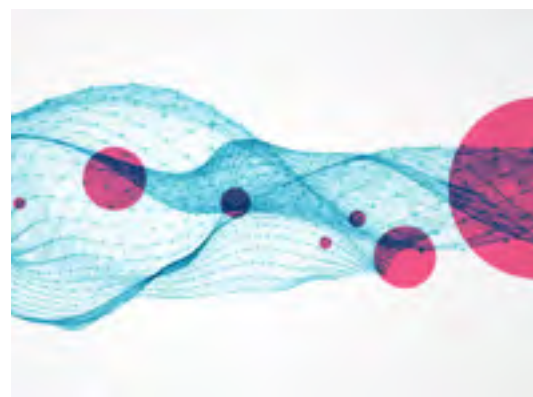


# Show off your assets

Adobe Stock isn't just for photographs.

Our standard collection also includes videos, illustrations, and vector imagery. Currently, we work with partner organizations to provide editorial images and audio files.

We also offer a curated selection of Premium images, 3D assets, and templates for use directly in Creative Cloud applications like Adobe Photoshop CC, Illustrator CC, and InDesign CC. Keep an eye out for opportunities to submit 3D assets and templates in the future.



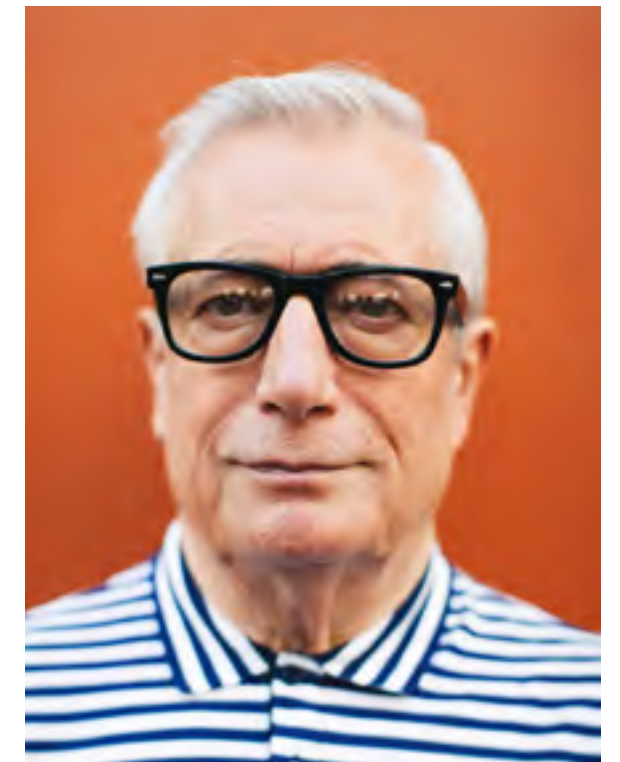
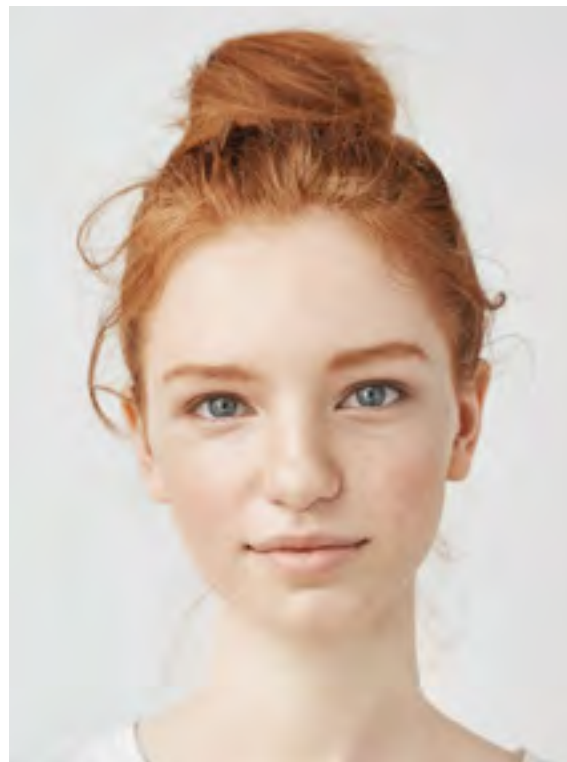
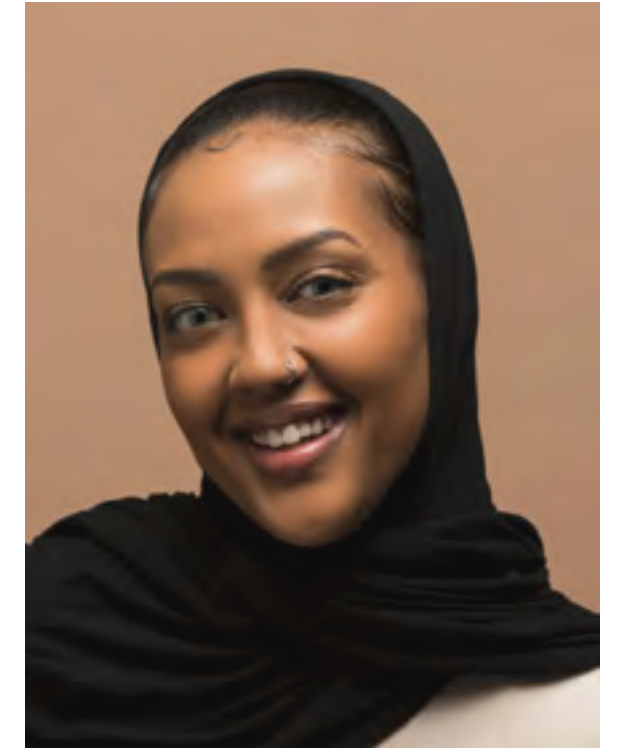
# Designed for creatives

If you are 18 years or older and own the rights to the photos, videos, illustrations, and/or vector imagery you've created, you are welcome to join Adobe Stock.

We are looking for contributors who take pride in their craft, whether you are a professional, an artist or a hobbyist. You don't even need to be a Creative Cloud member. To start contributing, all you need is an Adobe ID. [Sign up](#) for one today—it's free

## Successful contributors:

- Spend time honing their craft.
- Keep an eye out for interesting moments, themes, and trends.
- Stay organized and keep track of content, release forms, and descriptions.
- Submit regularly and learn from what sells and what doesn't.



# Work smart with Adobe Stock

## Earn money.

Whether you make vector art of animals, shoot photos of tasty meals, or film underwater, create content you can be proud of—and earn money doing what you love. Adobe Stock promotes your work across the world of creative media makers and offers a competitive royalty structure. For specific details on royalties, see [Royalty overview](#) in our Contributor User Guide.

## Adopt a flexible schedule.

Imagine no deadlines, no client meetings, and no boss telling you what to do. Work on your own terms, uploading content when you choose. Once your assets are approved, we promote them across our network of creative media makers.

## Reach more buyers.

Adobe Stock gives you access to millions of Creative Cloud users. Stock buyers license Adobe Stock content directly through their Creative Cloud apps and the web. When you contribute to Adobe Stock, you can reach these global buyers and get rewarded for your work with competitive royalties.

## Upload content easily.

Submit content directly through the apps you already love. Only Adobe Stock allows you the ease of uploading your media directly from our world-class creative apps like Lightroom Classic, Bridge, Premiere Pro or import your Lightroom Albums with a single-click in the Contributor portal.





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# What sells



# Put your best content on the map

## Create content that's anything but staged.

Buyers are looking for beautiful, relatable, and authentic lifestyle images that speak to a wide variety of topics. Focus on everyday life and real people from a variety of cultures. Clients want imagery their audience can relate to.

## Look to your own backyard.

No need to reinvent the wheel for your next photo shoot. Think about the people, places, and things you know well. Do you live somewhere unique? Can you photograph or film your family or friends? Do you know people with special skills or interesting workplaces? How can you use some of the assets you already have?

## Stay up to date on the news.

Keep an eye on what's making headlines. Whether it's working from home, health related topics, or activities that protect and treasure the environment, the news offers a rich array of content ideas. Act on trends early so you can have content online when the discussion heats up.



### Work with the pros.

Consider hiring professional models. People who feel comfortable in front of the camera can make a big difference in your content. And it doesn't have to break the bank. You may be able to negotiate reduced fees by offering photographs for the model's portfolio. When searching for models, don't forget to consider diversity and authenticity.

### Set the scene.

Before you start shooting, take a moment to organize your location to enhance your work. Remove distractions, and add objects whose colors will direct the eye across the composition. Be prepared to dust or clean the area as necessary. You might even want to build a whole scene from scratch. A few minutes at the beginning can make a big impact in the end.

### Get ahead of the holidays.

Celebrations offer great visual opportunities. Keep an eye on the calendar for your country and upload content three months in advance of the date, when customers will be seeking material for their designs. If you missed this year's holiday, it's usually better to hold onto your content until three months before the date next year. Fresh content surfaces at the top of any search, so mark your calendar and wait.



**Leave room for copy.**

Buyers often look for content that provides a background for text, whether it's for a presentation, a card, a product, or a video. Experiment with incorporating negative space to leave room for creatives to add text.

**Take a deeper look.**

When producing and selecting content, consider how a buyer might use or interpret it. Thinking about how the image can express meaning and tell stories will give insight into what might sell, and how to keyword for maximum sales.



# Wow your buyers

Every content type offers different opportunities and challenges.

Go beyond the basics with these tips for photos, vectors, and videos to make your content stand out.

## Tips for photos:

- Create an obvious focal point.
- Consider composition.
- Pay attention to light.
- Edit inconspicuously.



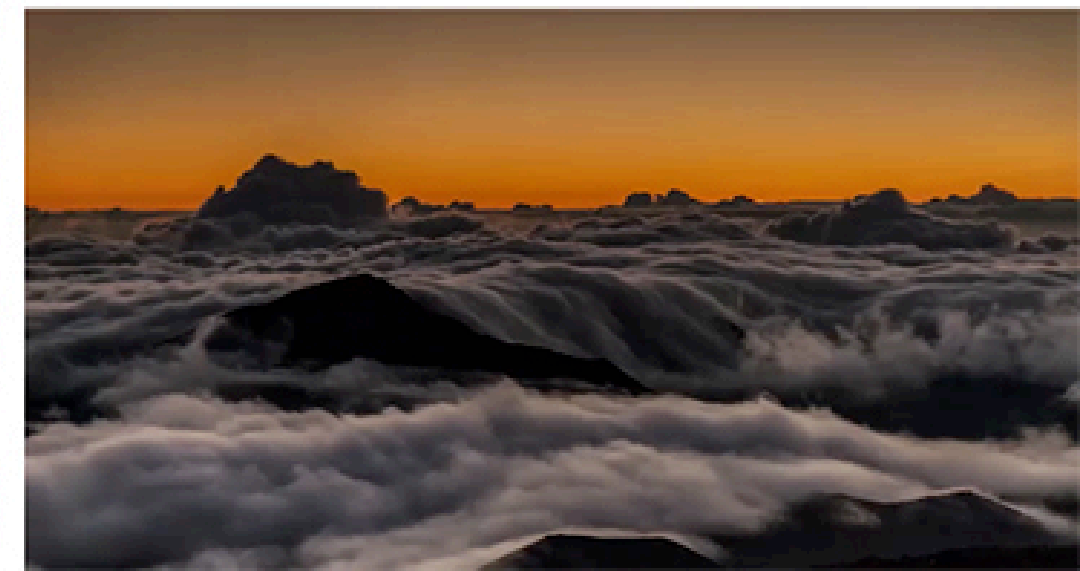
**Tips for Vectors:**

- Have a purpose in mind—such as a greeting card, brochure, or info-graphic.
- Close paths, reduce anchor points, and label your layers.
- Use a variety of stroke weights.
- Consider using translucent gradients to add texture.



## Tips for Videos:

- Videos must be 5 to 60 seconds in length.
- Stabilize your shots
- Offer a variety of shot distances so buyers have flexibility.
- Don't include audio, unless it helps to bring your footage to life with atmospheric sound, such as birds chirping, or waves crashing. If any voices are recognizable, you need to submit a model release.
- Add some padding at the beginning and end of footage, so buyers can trim as needed.
- Use color correction as needed.
- Export your clips from Adobe Premiere Pro, which offers preset export settings specifically designed for Adobe Stock.



# Help buyers find your content

## Title and keywords play a vital role.

Keywords are how buyers find your work. The auto-keyword feature (in the [Contributor portal](#)) makes keywording your files fast and easy by suggesting up to 25 keywords for your content. Make sure to review them for accuracy, and reorder or replace them with more appropriate keywords if needed. When choosing keywords, always think about how a buyer might search for your image. Adding the right keywords is important to surface your content in searches. Learn more from our [Keyword Guide](#).

## Top Tips:

- Move the most important keywords into the first 10 spots.
- Words listed in the title and in your top ten keywords have additional weight in the search results so choose carefully.
- Only use keywords that are relevant to the overall concept.
- 15 to 25 keywords is ideal.
- Each keyword should be one word (unless you are using a compound term such as "ice cream").
- All words must be in the same language and match the language selected from the drop down in the contributor portal.

multiethnic

call

family

laptop

multi-generational

black

grandmother

Native American

grandchild

togetherness

laugh

diversity

video





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# Protect yourself and others



# Use of copyrighted material

An owner of a copyrighted work has the exclusive rights to distribute, reproduce, publicly perform, and modify that work.

The owner can also grant some or all rights to customers. With Adobe Stock, you license your content to Adobe based on the [Contributor Agreement](#), and then we license the content to clients through agreements like our [Adobe Stock Additional Terms](#) and Enterprise Term License Agreement. When in doubt, you should always have a model or property release for the commercial use of an identifiable person, place, or object as the subject of your work. In all cases, it's important that you submit releases according to our [guidelines](#).



# Get permission

## Model releases.

You must get permission from your subjects before publishing for commercial purposes —no matter if they are a professional model, friend, family member, or even a stranger on the street. Use a model release form to make sure everyone is on the same page. If you submit a self-portrait, you need to include a model release for yourself.

You'll also need model releases for any illustrations or vector artworks that are based on real people or body parts. For example, if you're creating an illustration of a person's face to be printed on a t-shirt, you will need a model release.

It's important that you submit releases according to our guidelines—they are vital legal documents that allow you to sell on Adobe Stock. You can use our [model release form](#), or your own, as long as it includes all the same information. You can also send releases via the [Contributor portal](#) and gather signatures with the Adobe Sign option.



# Get permission

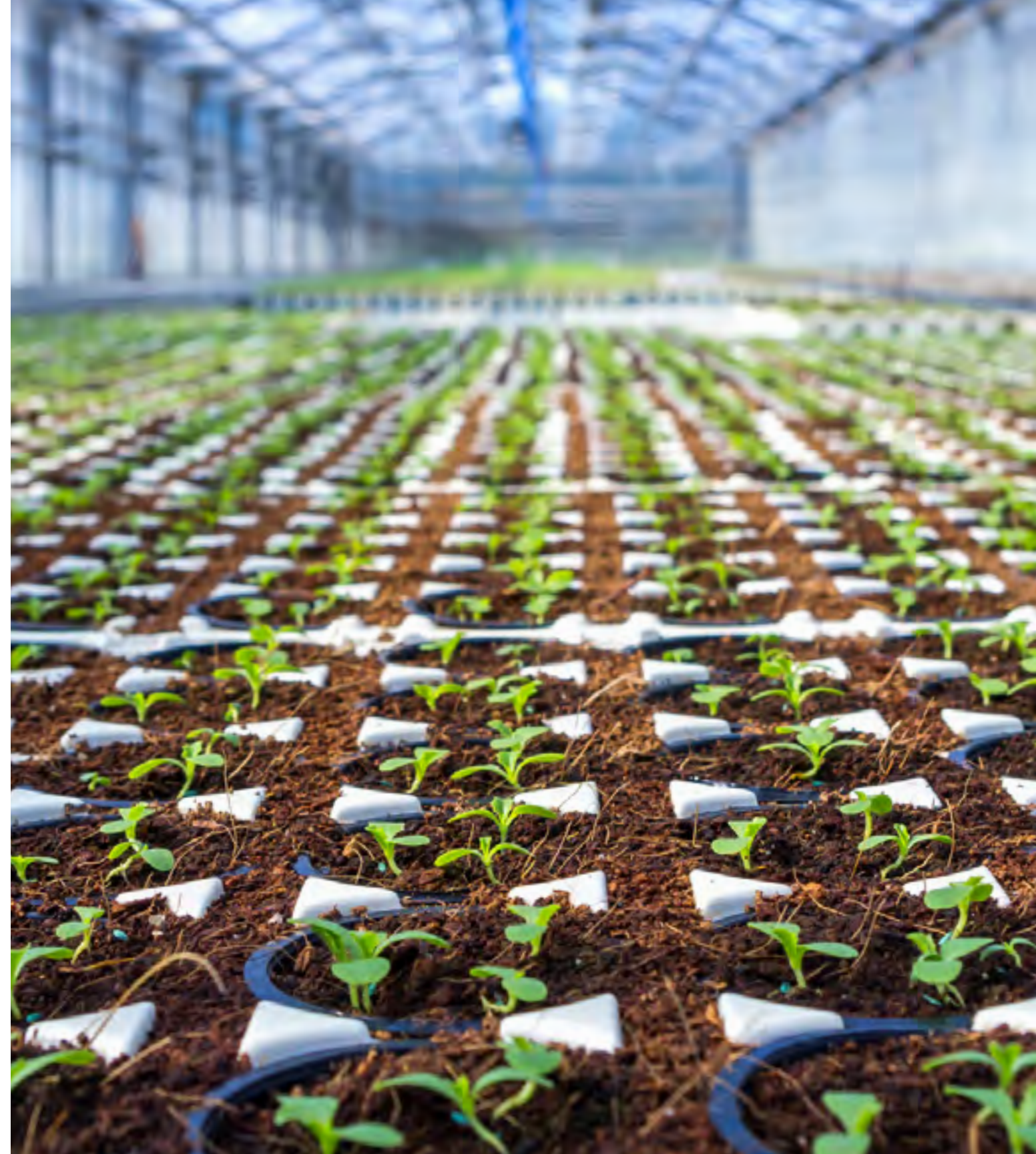
## Property releases.

If you're shooting a recognizable property, a ticketed location, or a landscape like a national park, you'll likely need a property release. A property release is written permission from the property owner, consenting to the image's use for commercial purposes. You may not need a release if the property appears in a minor way and isn't the main subject of the photo. For example, a skyline shot of Manhattan, which contains dozens of buildings, a bridge, and a river, would be okay without a property release. A shot of the Empire State Building by itself would not.

For works of art and artifacts, like those you'd find in a museum, you'll need permission from the artist or the estate. Note that if you take photos or videos in a museum or gallery, you must defer to that location's photography restrictions. It's important that you submit releases according to our legal guidelines. You can use our [property release form](#), or your own, as long as it includes all the same information.

You can also send releases via the [Contributor portal](#) and gather signatures with the Adobe Sign option.

Visit [Learn & Support](#) to find out more.



# Trademark restrictions

A “trademark” is a word, phrase, symbol, or design that identifies a company’s products or services.

“Trade dress” refers to the appearance or design of the packaging or the product itself, and can include a distinctive shape or color. For example, the name “UPS,” the slogan “United Problem Solvers,” the shield logo, and the UPS brown are all trade dress of United Parcel Service of America, Inc. (UPS). For commercial content we cannot accept submissions that depict trademarks or trade dress, so make sure to remove any trademarked symbols or objects before you upload.

A release may not be needed if objects are not identifiable. That said, identifiable products and packaging cannot be the main subject of any Adobe Stock content. Some products can’t even appear on Adobe Stock at all. See [Known image restrictions](#) for examples.



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**Submit  
your  
content**



# Submit your work

It's easier than ever to set up an account and submit your content.

Check it out for yourself by signing into the [Contributor portal](#) with your Adobe ID. For more details, visit [Learn & Support](#).

## Here's how to submit content:

- Upload your work directly to the Contributor portal, or from many Creative Cloud apps like Lightroom Classic, Bridge, Premiere Pro.
- Review the auto-keywords and remove, add, or reorder them according to their relevance.
- Review the automatic category selection to ensure accuracy.
- Add a descriptive title for each file using simple, straightforward language.
- Attach model and property releases to your files as applicable. Note that you can route releases for e-signatures right from the portal.



# The review process

A trained moderation team will review your files and evaluate your content based on technical and aesthetic quality, commercial viability, and whether your permissions are in place. All contributors—professionals and hobbyists alike—will have some of their files rejected from time to time. Don't take it personally. Read on to find out how to get more of your content accepted.





# Improve your content game

A handful of issues drive most content rejections. Follow these tips for submitting work that has the best chance for success.

## Stay in focus.

Always inspect your content at 100% before submitting. If the main subject is in focus, motion blur and shallow depth are usually okay.

## Correct artifact problems.

The most common artifact problem is excessive noise, which causes photos and videos to look grainy. This is typically caused by a high ISO setting for content captured in low light. Get to know your camera—to determine how far you can push the limits with high ISO before the noise levels are excessive.

## Get the exposure right.

Overexposure or underexposure can make for low-quality photos and videos. Always keep an eye on your histogram or camera screen while shooting to ensure that you're exposing your images properly. If the lighting is a little off, you can adjust exposure using Lightroom or Photoshop in post-production, especially if you shoot in raw format.



### Avoid “image spam.”

Select only the best content, and make sure each file offers its own unique value to customers. For vector art, we accept up to three color variations of the same image. For photos and videos, avoid submitting multiple copies of the same image with different post-processing effects applied, such as black and white versions. Designers prefer to add effects themselves. We treat multiple submissions of identical content as image spam. Engaging in image spam may result in your account being blocked temporarily or closed entirely.

### Grab buyers with appealing content.

Ask yourself: “If I were a customer, why would I buy this content?” If you can’t answer that question, try changing your approach. Pay attention to the aesthetic or commercial value of your images. You could have a shot of a great-looking family enjoying a barbecue, but if the barbecue is covered in rust, the image isn’t as appealing to buyers. Common subjects like flowers, pets, sunsets, and food are already heavily represented on Adobe Stock. New submissions for these categories should stand out and show the common subjects in unique ways.

### Check for noncompliance.

Noncompliant means your content is not in line with our [Contributor Agreement](#), possibly due to inappropriate or irrelevant keywords or titles, questionable or defamatory content or a personal watermark on your image. We may also reject content as noncompliant if you do not supply a model or property release after it is requested, or otherwise do not resolve a known issue.

If your files contain certain elements that are protected by intellectual property laws, we can’t accept them into our collection. For more information, review the legal guidelines on our [Learn & Support](#) page. These measures are in place to protect our contributors and our customers, as well as Adobe.



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# Your earnings



# Getting paid

The royalty for photo, illustration, and vector content sold on Adobe Stock is 33% of the price paid by the buyer.

For video, the royalty is **35%** of the purchase price. Prices vary depending on the purchase plan and content type. For more information, see [Royalty details for contributors](#).

You can request a payout on the [Insights](#) tab in the Contributor portal. Once you have accrued at least **US \$25** in earnings and it has been at least **45 days** since your first sale. We pay royalties through PayPal and Skrill, we also offer payments through Payoneer for contributors who reside outside the US.



# Tax basics

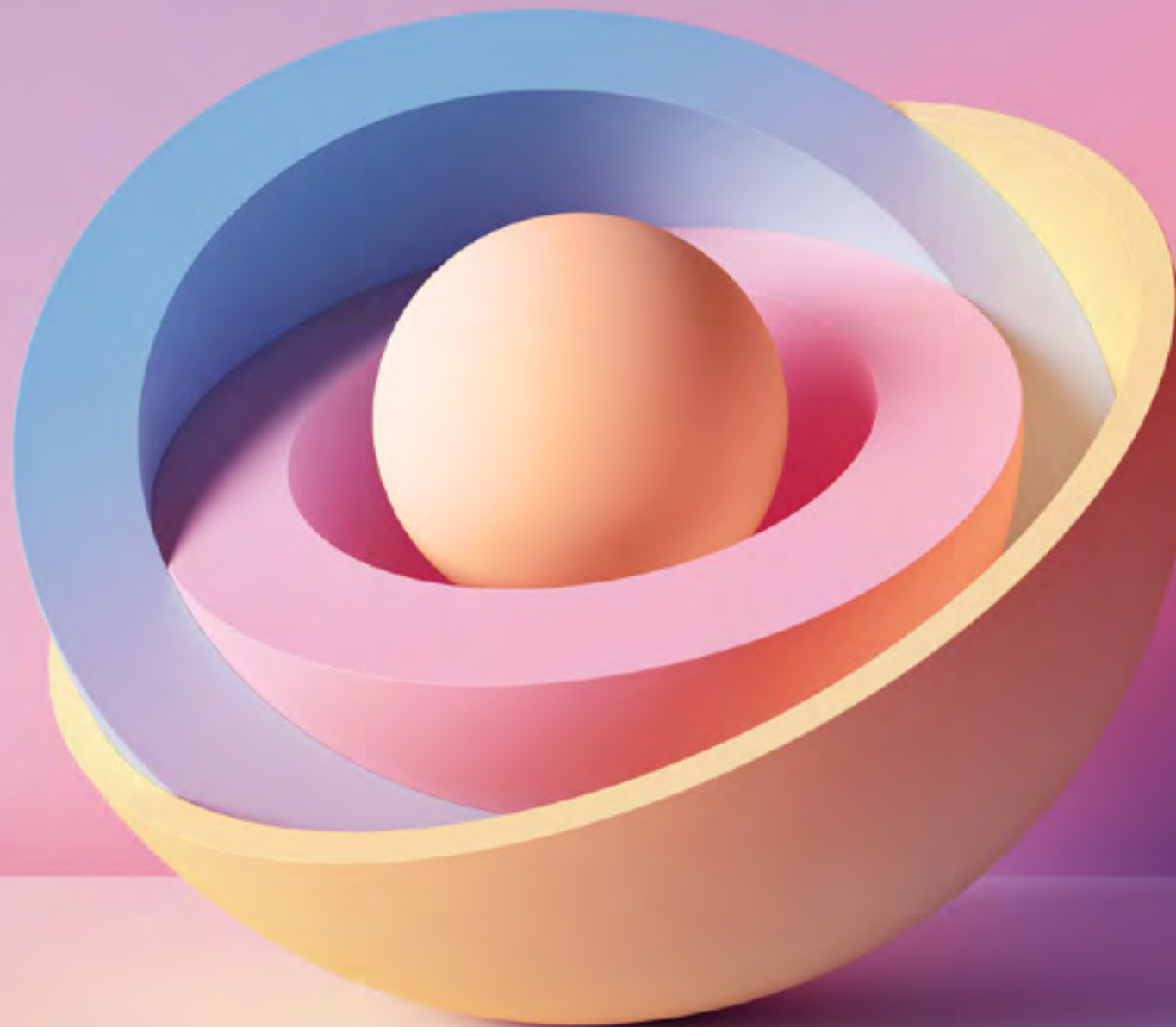
Selling creative content licenses is considered an economic activity.

As such, income derived from your Adobe Stock sales may be subject to withholding tax for the U.S. Internal Revenue Service (IRS). Make sure to upload a tax form or you may be taxed on all content you sell at the maximum withholding rate of **30%**, depending on your country of residence.

## To upload your tax form:

- Go to your [Account](#) page
- Select "Add tax information."
- Follow the prompts to route you to the form that fits your needs. The form that's right for you depends on whether you are filing as a business or individual, and whether you are a resident of the U.S. or a country with or without a tax treaty with the U.S.

See [Learn & Support](#) for more information



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# Additional resources



# Useful links

We're always developing new resources to help you improve your experience as a contributor on Adobe Stock.

Stay informed. And check out these helpful Adobe Stock links:

- [The Artist Hub](#)
- [Instagram](#)
- [Pinterest](#)
- [Learn & Support Page](#)



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