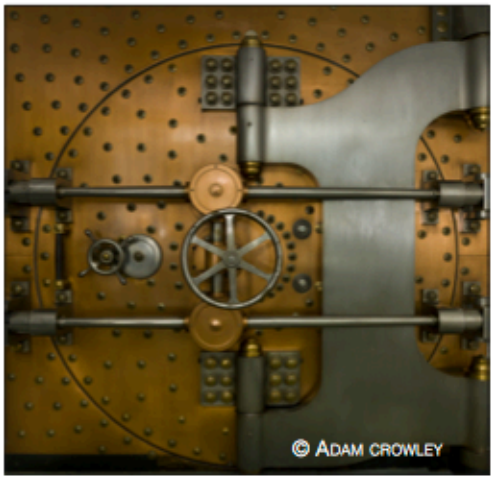
Images that work

We understand that sometimes the submission edit process is confusing, so we decided to pick a few images we've accepted into our collection and discuss *why* they were selected.



Bank Vault by Adam Crowley

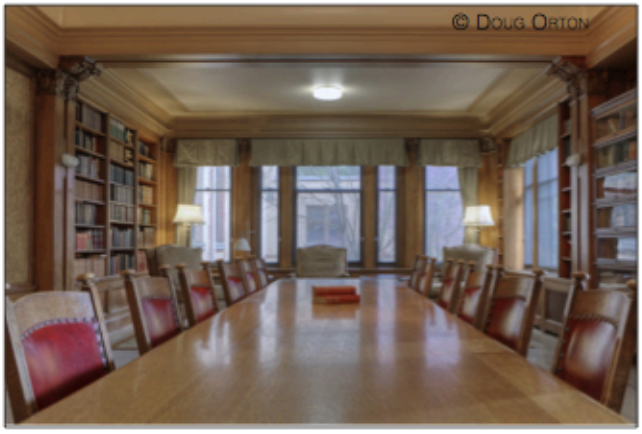
Reasons for selection: Esthetically top-tier among other vault photos, timeless (vaults have changed in style over the years but have similar recognizable characteristics), reads quickly at thumbnail size, effective lighting, pleasing colors, crop omits unnecessary background, *property released*.

Notes: This classic vault is suited for product packaging and advertising for internet security software, financial services, banking industry promotions, insurance company ads and other businesses that have safety products or services, such as the automotive industry for gaskets or lubricants that protect engines, products like storage containers, premium paints, storm windows, roofing, etc...

Taxi by Corepics

Reasons for selection: Evocative perspective POV, high production value, non-specific location, unique stock taxi image, can be cropped effectively for web banner ad, room for copy, logo and product placement; *property released*.

Notes: This sets up a narrative for advertising messages in business, travel/tourism and entertainment industries. Advertisers wanting to connect with audiences possessing city and on-the-move lifestyles can apply their product or service to this image.



Historic Library by Douglas Orton

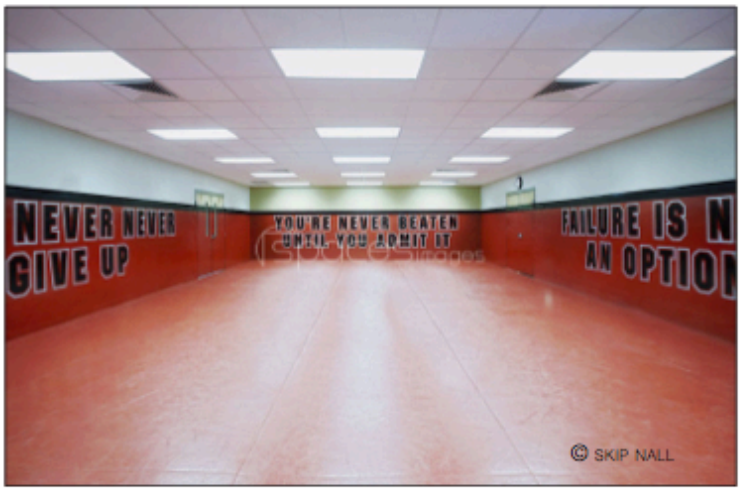
Reasons for selection: Strong composition brings viewer to the table while the ink pens pave the way to creative storytelling, great use of natural light and hdr technique, *property released*.

NOTES: This image has broad potential to license in the corporate business sector. Advertisers can promote businesses like financial investments, retirement planning, alternative energy, and aerospace, to name a few. Headlines like; "We put together a team of our smartest minds to make your life easier"…. "Innovation – It's always on the table"… "The next generation is counting on us". You get the picture.

BOTTLING PLANT BY JAAK NILSON

REASONS FOR SELECTION: Well groomed for the photo shoot, color contrast, dynamic composition - evocative angle view, creative use of isolated blur motion, *property released*.

NOTES: Property-released images of businesses remain in high demand. This image has obvious editorial merit but it will be valuable to trade advertising. For example, the conveyer belt (alone) is manufactured by company X who could use this image to illustrate their support the manufacturing industry. They could license rights for promotions such as sell sheets, corporate web site, web advertising, annual reports, internal marketing, etc.



GYMNASIUM BY SKIP NALL

REASONS FOR SELECTION: Clean environment, bold color, excellent space for product placement or CGI of people, good use of hdr technique and color balance, *property released*.

NOTES: This image is an excellent canvas to all sorts of advertising. Imagine a composite of sportswear brands, energy drinks, vitamin supplements, pain relief medication, natural foods and youth program announcements (martial arts isgrowing in the USA and popular all over the world).