

Partner Overview Guide

iStock by Getty Images is one of the world's leading stock imagery providers and the original online resource for premium, royalty-free content. Sourced from a network of almost 200,000 contributors, our curated images and videos fit the needs of any project and budget.

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Audience



Customers

Graphic designers and creatives, small and large businesses, marketing agencies, website developers, and social influencers.



Global Reach

iStock has been localized for 34 countries across the globe and is available in multiple languages and currencies.



Products

The depth and breadth of our offerings are unsurpassed and feature a diverse range of topics and themes, represented by stunning royalty-free photos, illustrations, vectors, and HD and 4K videos—including the iStock Signature Collection, which features millions of exclusive images.



Easily Find the Perfect Image

With iStock's powerful search functionality, users can effortlessly explore the site and find their perfect image—plus, with the iStock Editor, they can customize their images before they finalize their purchase.



Pricing

Credits are used across iStock to purchase content. We cater to a variety of budgets with Essential and Signature level offerings, as well as single-credit purchases, and subscription options.

- **iStock Essentials:** Industry standard stock images, vectors, and illustrations
- **iStock Signature:** Exclusive, handpicked images. Signature subscriptions provide access to every image on iStock.
- **A la carte:** Try before you buy—purchase a single image, without having to commit to a credit pack or subscription
- **Video:** 4K video clips for the same lower price as HD

Customers with subscriptions can rollover unused downloads, and those who've purchased credit packs can use them whenever they like, as credits never expire. Learn more about iStock pricing options [here](#).

Why iStock?

Content

- Explore our premium collections, featuring hand-curated, creative images, illustrations, and video clips, exclusive to iStock and Getty Images
- Find unique interpretations of major stock categories to create breakthrough creative that stands out from the crowd
- Discover regional, ethnically diverse content in our Signature collection to create authentic visual stories for your customers, no matter where they are

Contributors

- iStock has over 200,000 contributors submitting stunning content from all over the world
- Additionally, iStock has exclusive contributors who are supported by Getty Images creative team with visual trends reports, one-on-one art direction, and shoot planning

1141586821, Oleh_Slobodeniuk

Contributor Program

Earn dual commissions by contributing royalty-free images, illustrations, vector files, and video clips to the iStock collection. For details about becoming a Contributor, click [here](#).

- Sell your imagery and videos through iStock
- Get the industry's highest contributor commissions
- Earn commission as an affiliate
- Get in touch to find out how

iStock Signature

More diversity, authenticity, and higher production value

Comparison of keyword: 'Woman' – sorted by New

shutterstock®



5%
Non-Caucasian



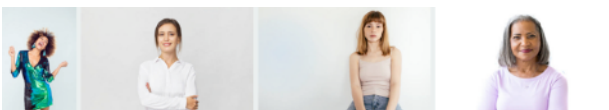
47%
Studio on white

*top 1000 newest

iStock
by Getty Images™



37%
Non-Caucasian



15%
Studio on white

*top 1000 newest

Examples of our partners



FREE STOCK PHOTOS



live. draw. enjoy.



FREE PICTURE MATERIAL



Partnership Opportunities

We work with companies and websites to feature and provide iStock content to their audiences, allowing partners to evolve their business, expand their brand, and earn commissions from audience purchases.

Here's how you can partner with us:

Affiliate partnership: Start earning money by promoting iStock content

- Exclusive offers and incentives
- Baseline revenue share up to 20%
- Self-service access to our Creative Library promotional assets

API: Integrate Getty Images and iStock content directly into your site or application

- Access to iStock's entire library directly from your site
- Flexible commission rates and revenue options
- API guide to help you get started
- Simple integration including affiliate tracking with our widget option

Strategic partnership: Collaborate with iStock to create new value for customers while helping each other to optimize metrics

- Custom, long-term, content-focused partnerships
- Direct support from iStock and Getty Images teams
- Ready-to-post, high-quality content

Contributor program: Earn dual commissions by contributing royalty-free images, illustrations, vector files, and video clips to the iStock collection. For details about becoming a Contributor, [click here](#).

- Sell your imagery and videos through iStock
- Earn commission as an affiliate and as a contributor
- Get in touch to find out how

What Our Partners Have To Say

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“iStock’s high quality images and videos have provided us with tremendous conversion rates. After the initial implementation on our site, we immediately saw a substantial increase in affiliate engagement. The growth in active sales was staggering! Their API and technical support is a pleasure to work with, which has made implementation a breeze.”

- Michael Connors, CEO
Morguefile.com

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“Implementing iStock API to Vexels has been of great value in several ways: Premium content looks great in our site, pay is much higher than other monetization opportunities and integration was pretty easy. I also have to say that working with the affiliate managers has been awesome. They are extremely helpful and collaborative.”

- Vexels.com

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“We have been working with iStock since 2012 and have had a great experience. We’ve worked with team members in advertising, affiliate sales, as well as various business development team members. They have always been professional and clear in their expectations and desires for advertising performance. Over the years, we have always been able to come up with mutually beneficial working relationships to help further the goals of each of our respective companies.”

- Richard Fontenot, Eezy.com

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“Our partnership with iStock is nothing but pure pleasure. The contact is very professional and always responds almost immediately, providing all the information we need. The implementation of their API was smooth, troublefree, and it works perfectly. We are really happy with this cooperation”

- Karolina Grabowska,
Kaboompics.com



Contact Us Today

Reach out today to start the conversation. We're excited to collaborate on new ideas and partnerships to better serve your customers.

Affiliate Partnerships: iStockaffiliates@allinclusivemarketing.com

API Partnerships: affiliates@gettyimages.com

Contributor Partnerships: <https://contributors.gettyimages.com>

Marketing & Strategic Partnerships: affiliates@gettyimages.com

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