# How To: Search for Stock Photos
v 2018

If NCM is producing your ad, we have access to thousands of stock PHOTOS and ILLUSTRATIONS to use in your ad FREE of charge via Getty Images!

PLEASE NOTE:  Some images may be graphic and/or offensive. Editorial Content, Video and/or Audio files are NOT included.

## INSTRUCTIONS

1. Visit https://www.gettyimages.com/landing/pa-preview/expanded/27297 to search for images.

2. **IMPORTANT:** In the Search bar, click on the "All Images" drop-down and select <u>only</u> "Premium Access"



3. Search for any Keywords that apply to your ad

4. After the Keyword search is complete, several thumbnail images will be displayed
    a: Scan the thumbnail images until you find image(s) you like...
    b: Click on a thumbnail to get more info.
    c: Please be sure to select images that are not "Editorial Use" as they cannot be used in advertising.**
    ★TIP: Narrow or expand your results by selecting filters on the left side of the screen.

5. After finding stock images you like, share your preferences with your NCM Producer...
    a. MAKE A BOARD for multiple images, or...
    b. Provide the CREATIVE # of any images you like

## RECOMMENDATIONS

> **DO** select photos with similar orientations - VERTICAL or HORIZONTAL - for better layout/design options
> **DO** provide a LIMITED amount stock image numbers per the following guidelines:
    :15 Animated ads =  3-5 images
    :30 Animated ads =  6-10 images
    Digital Banner ads = 3-5 images

> **DO NOT** ask your Producer to download images from any other site.
> **DO NOT** purchase images unless you plan to use them for other advertising/business purposes.

---

\* Any files downloaded from GettyImages.com by NCM may NOT be redistributed for other uses. All images used in NCM advertising are subject to content review and may be rating-restricted or rejected.  NCM will not reimburse any clients or agencies for purchases made at this or any other royalty-free stock photo site.

\*\* Files for 'Editorial Use Only' are limited to non-commercial applications and cannot be used for advertising, advertorial, promotion or other commercial purposes.  Visit http://www.gettyimages.com/company/editorial-policy for more information.