

Depositphotos.com

[Depositphotos.com](#) [1] [Tweet](#) [2]

Review By Steve Gibson
Written 28 November 2009
Updated 11 January 2021



[deposit_photos_non_beta_logo.png](#) [3]

[Visit Depositphotos.com](#) [4]

6

Our Review:

From a contributors perspective the upload system at deposit photos is rather slick. From day one Depositphotos have caught my attention for a few reasons, mostly because they seem to mean business. Too many new sites launch with a bit of 'creative emailing' and a few well placed "oh i've just found..." forum posts, but these guys seem to be taking the right steps (advertising, incentivising new uploads, giving their feedback on forum threads etc.). But that still does not guarantee success.









Getting Traction

In order to get a 'critical mass' of images before buyers started to take the site seriously Depositphotos embarked on a promotion campaign, basically paying their way into the marketplace. They offered an opt-in "promotion program" giving 20 cents per accepted image - this offer is now closed.

Sales

Importantly from what I can see depositphotos search seems to very work well. A nice choice of image styles is returned for simple one word searches rather than just spewing out all images that contain that keyword in order of upload. At present for my favorite test term 'apple' the results look a lot like those at the big 5, depositphotos appear to have their own 'best match' algorithm, good search is critical for the success of a [microstock](#) [5] agency.






Deposit photos prices vary by photographer level (images of 'better' photographers cost more).

Image Size and Credit Price by Level of Photographer						
Level	Sizes	 Green	 Bronze	 Silver	 Gold	 Platinum
 XS	XSmall	0.5	0.5	0.5	1	1
 S	Small	1	1	1	2	2
 M	Medium	2	2	3	3	6
 L	Large	3	4	5	6	8
 XL	XLarge	4	5	6	8	10
 XXL	XXLarge	6	7	8	10	15
 XXXL	XXXLarge	9	10	12	15	16
	Vector Image	9	10	12	15	16

Photographers Area

It works quite well... at least from the point of view of uploads. You can leave a directory of files uploading via [ftp](#) [6], then automatically the uploaded files appear ready for you to select categories and submit. There is no button to "process uploads", no clicking a button to copy over [IPTC](#) [7] keywords into a list of keywords, and no pointless screens with "thank you for your submission click back to submit more images". Other agencies pay attention to the number of mouse clicks here - 1) click an image, 2) click one or more dropdowns to categorise (model releases omitting) 3) click submit and you are back to a screen where you can click on another image to categorize.

Royalties are tiered based your level, which is based on the number of sales you have made (lifetime). 30-38% non exclusive. Exclusive rates were 50-60% but as of Sept 2015 there it appears DP no longer offer contributor exclusivity. Tiers are as follows (as of 2021)

Level 1	 Green	Up to 499 downloads
Level 2	 Bronze	500 - 4,999 downloads
Level 3	 Silver	5,000 - 24,999 downloads
Level 4	 Gold	25,000 - 149,999 downloads
Level 5	 Platinum	150,000+ downloads

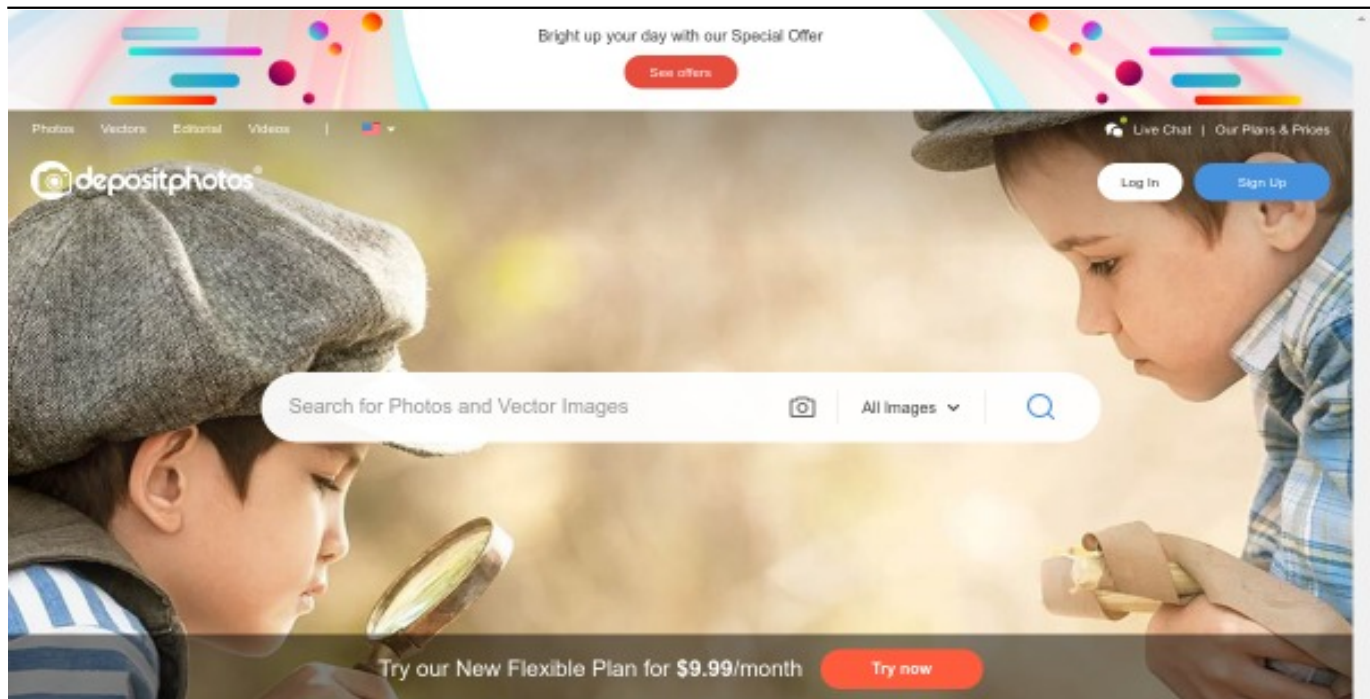
In January 2021 depositphotos reduced royalty rates by 4% from the pervious 34-42% down to 30-38%

Conclusion

Well it seems that the upload incentive worked, almost 10 years after my initial review the site has more than 100 million images, and a steady flow of sales - as of 2015 deposit photos has overtaken bigstock in earnings for me placing them into the bottom of the "top tier" agencies.

in 2012 I wrote *"deposit photos are moving very quickly and I'm very impressed with what they have done so far... I don't think it will be long before we count DP amongst the 'main' microstock sites."* how true those words turned out to be.

I continue to see positive sales figures at deposit photos, despite the 2020 downturn.



Royalty-free Stock Photos, Vector Images, and Videos

In a library of 150 million files, you'll always find what you need. Discover a stock photography website with high-quality, Royalty-free stock images, high-definition footage, and thematic collections for all your creative projects.

Amazing photos & pictures



Illustrations, Vector Art and Backgrounds



[4]

[Visit deposit photos photographer area](#) [4]

Site DetailsMedia Types (in addition to RF Images): This site accepts editorial images

This site accepts glamour photography

This site accepts video footage

This site accepts vector illustrations

([sort by agency](#) [8])

Real US\$ Cost of 1 Standard Image: 4.9 ([compare prices](#) [9])

Referral Scheme: Referred Photographers: \$0.03 per subscription download, \$0.05 per image uploaded max of 1000 images. Referred buyers: 15% pay-as-you go revenue (after commission), 4-10% of subscriptions ([compare rates](#) [10])

Cost of a standard image (1600x1200) 2MP approx: 1 Credit

Royalty Rate: tiered, 34-42% non exclusive (exclusive enrollment no longer offered) ([compare](#) [11])

Cost of 1 Credit (basic): \$ 4.9

FTP Upload: Address: <ftp://ftp.depositphotos.com> [12] username [Yourusername]

Subscriptions:

Monthly, 30 images/month \$29

Monthly, 75 images/month \$69

Annual, 75 images/month \$999

Annual, 750 images/month \$1999

([compare subscriptions](#) [13])

API: Reseller: (details: depositphotos.com/api-agreement.html) ([list all](#) [14])

Site StatisticsApprox. size of photo collection (0 = no current estimate): 160000000

Images ([compare](#) [15])

Alexa Traffic Rank: 983 (a measure of the site popularity, lower number is better)

Alexa 3 Month Change: -239% (measurement of the increase of site popularity compared with three months ago, negative is a decrease)

Launched: 2009

Community **Twitter:** [@depositphotos](#) [16] ([list all](#) [17])

Photographers: 100000

email dec 19

Overall Rating: **7/10** ([compare sites](#) [18])

50 million photos listed in email as of June 2016 100 million files in email from Feb 2019 also contributor stats

Source URL: https://microstockinsider.com/site_reviews/depositphotoscom

Links:

- [1] https://microstockinsider.com/site_reviews/depositphotoscom
- [2] <http://twitter.com/share>
- [3] https://microstockinsider.com/files/deposit_photos_non_beta_logo.png
- [4] <https://microstockinsider.com/redirect/depositphotos.com>
- [5] <https://microstockinsider.com/glossary/term/14>
- [6] <https://microstockinsider.com/glossary/term/29>
- [7] <https://microstockinsider.com/glossary/term/10>
- [8] https://microstockinsider.com/agencies_that_accept_editorial_images
- [9] https://microstockinsider.com/microstock_price_comparison
- [10] https://microstockinsider.com/referral_schemes
- [11] https://microstockinsider.com/microstock_commission_rates
- [12] <ftp://ftp.depositphotos.com>
- [13] https://microstockinsider.com/comparison_of_image_subscriptions
- [14] https://microstockinsider.com/api_list
- [15] https://microstockinsider.com/microstock_site_comparison
- [16] <http://twitter.com/depositphotos>
- [17] https://microstockinsider.com/social_presence
- [18] https://microstockinsider.com/site_reviews