

PART 4 PREPARING THE ART MANUSCRIPT

4.2 GUIDELINES ON PHOTO RESEARCH AND SELECTING IMAGES

You should provide your own photos if at all possible. If you run into problems obtaining photos, contact your Acquisitions Editor (AE) or Development Editor (DE) as soon as possible. If Pearson does photo research and permissioning, your AE may ask you to share in the cost of research and permission fees.

Tips on researching and selecting images.

Following are suggestions on how to research and select images:

- Use public domain or royalty-free images whenever possible.
- Material from federal government websites are usually in the public domain, unless otherwise noted. Not all state and local government websites are public domain, however. You must check with the state or local entity to determine whether permission is required. Also note that certain information or images in public domain sites may come from an original source that is copyrighted, in which case permission is needed from the original source. Be sure to read copyright information on websites correctly.
- For content-specific images and illustrations, author contacts and manufacturers' websites are great resources. Permission contact information is provided on the website, and most companies do not charge a fee to supply high-resolution files and/or to use their images. However, permissions are needed.
- For "window-dressing" images/illustrations, use public domain or free images whenever possible.
- If you cannot find any public domain, manufacturer, or free images, do not purchase images directly from photo stock agencies. Let your AE or DE know which images you want to use from stock agencies. Pearson has negotiated rates with preferred vendors.
- If you have been directed by your AE or DE to select images from PAL-Images, use the following search criteria:
 - Under "Source Type" in the "Search" field, check "Pearson Owned" and "Preferred Vendor" boxes
 - Select images from i-stock photos (approx \$20) and Dorling Kindersley (\$50 for interior photo; re-use is \$25 for print and electronic)
 - Click on the "\$" button to find out the estimated cost for an image
 - As a rule, do not select images that cost more than \$50 for interior images that are for "window dressing" purposes only (use DK pricing as benchmark);

most interior photos should not exceed \$150, unless they are specialized or irreplaceable images crucial to the text

- Print a hard copy of image with the Figure Number and Asset ID; Pearson will obtain the high-resolution file and permission