



**PICFAIR**  
PICFAIR PLUS GUIDE

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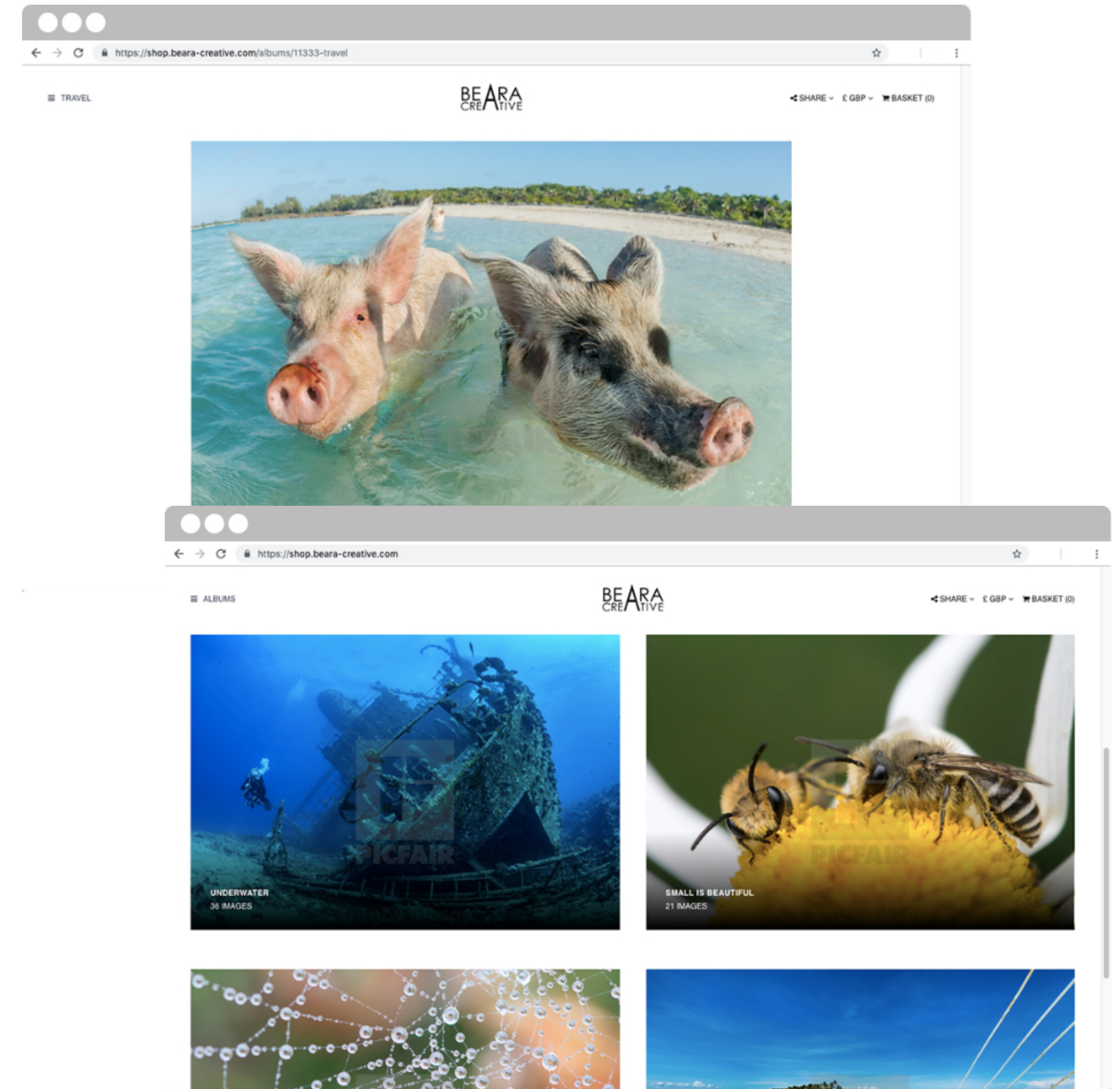
## 1. INTRODUCTION

Picfair Plus is Picfair's subscription package for Stores, where you can create your **perfect** photography Store and take it to the next level with a range of exclusive features and sleek image layouts.

Picfair Plus is ideal for anyone who wants to have a fully-customisable and personalised photography store, where they can sell their photos as prints and digital downloads, and not have to worry about any the fiddly bits.

With Picfair Plus, you curate a beautiful Store, customise it to your liking with advanced features, and add your personal touches, whilst we take care of everything else; payments, image storage, print fulfilment, licences, and all the legal stuff - so you don't have to!

Here is an example of a stunning Picfair Plus Store that has been created by one of our users, and in this guide we're going to be explaining how you too can create a beautiful Store!



## 2. PRICING YOUR IMAGES

Picfair sets itself apart from other platforms by allowing **you** to choose your own prices for your photos, we simply add a 20% commission on top of your sale price - so you keep 100% of the price you set!

Choosing a price when making your images available for sale is very personal preference, but it's important to think about pricing in relation to Picfair's licence types, as all images on Picfair are purchased with a licence. Find out more [here](#).

All Picfair licences are 'single-use' so, for example, they can only be used for one story or campaign before they need to be licensed again. Our Editorial licence covers all personal and editorial use (eg alongside an article in a newspaper) and our Commercial licence covers commercial use, excluding advertising and merchandising, which is then covered by our Advertising licence. You can see a summary of how images can be used on Picfair [here](#)

The price you set for your images will be what you receive for an Editorial or Commercial licence, if you choose to opt into our Advertising licence you'll receive 10 x this price.

Whilst every photographer and buyer has different pricing structures, our current experience suggests that online clients are usually looking for images in the **£10 - £30/ €11 - €33/ \$13 - \$39** range, whereas print clients are usually looking for images in the **£20 - £50/ €22 - €55/ \$26 - \$65** range.

If you need further guidance on how to price your images, you can see how other photographers on Picfair are pricing their images, by taking a look at our **blog** - full of stunning image collections with shots from thousands of photographers!

[Go to the Picfair blog](#)

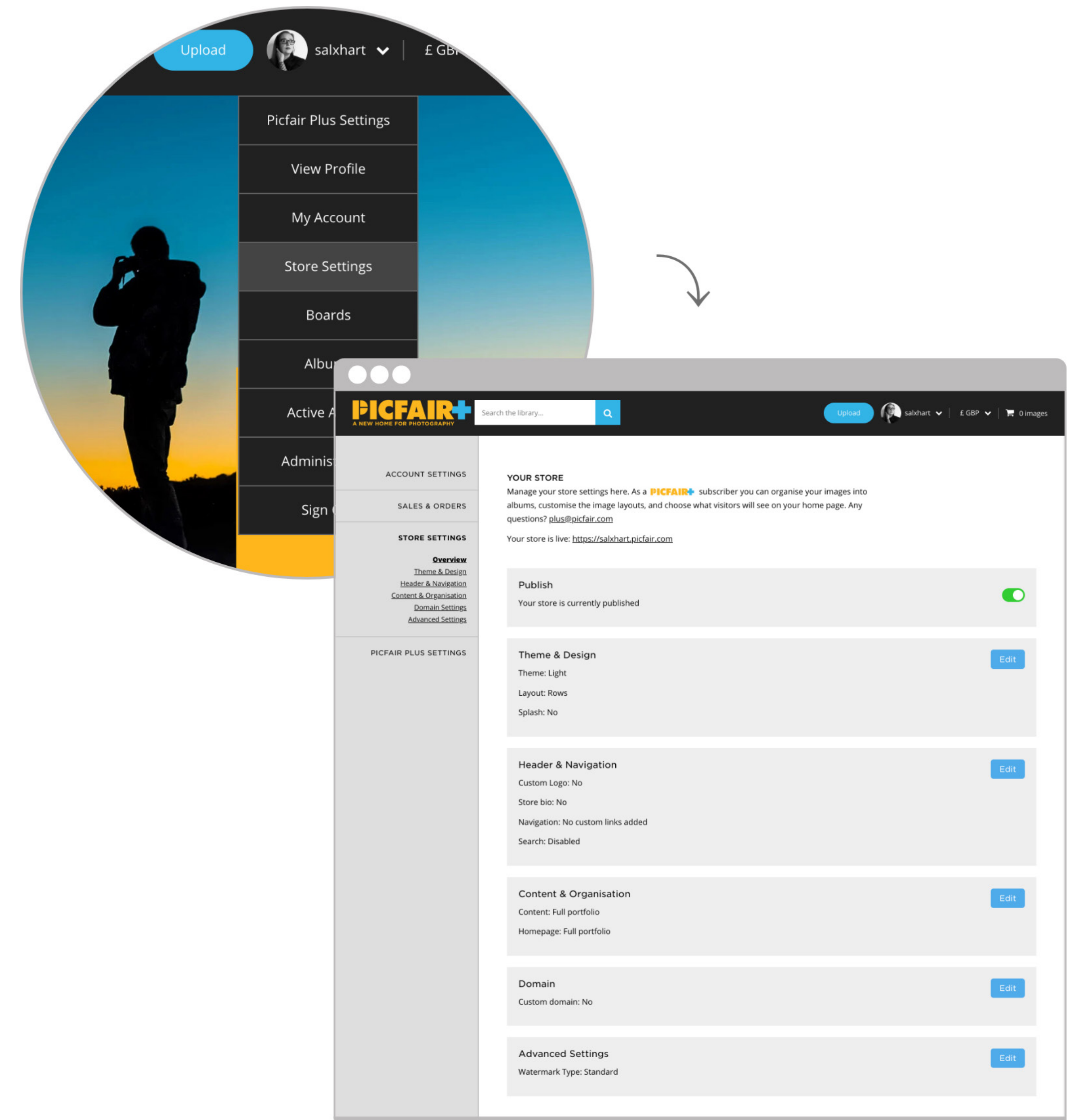


### 3. GETTING YOUR STORE SET UP

- Publishing your Store
- Overview of Store configuration
- Setting up your Store theme and layout
- Organising your images
- Navigating your Store

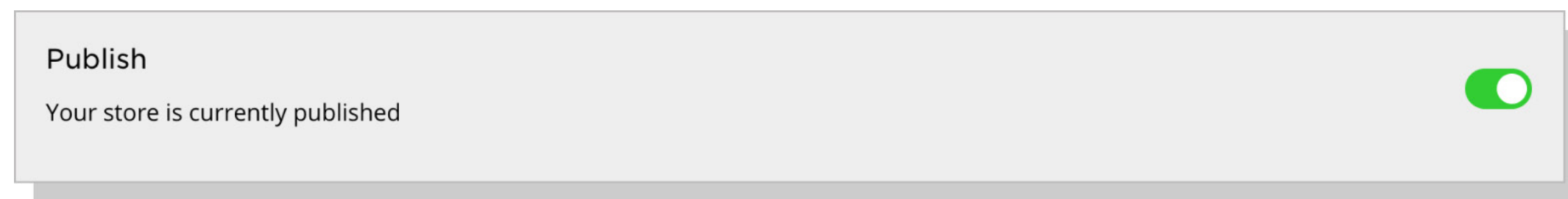
Once you've uploaded some images, you're ready to start setting up your Store! This can all be done in simple steps from your **Store Settings** dashboard.

You can access this at any time on the Picfair website when logged in, just by clicking on your username at the top right of any page and selecting '**Store Settings**'. You can also access this page when viewing your Store by clicking '**Settings**' at the top left of any page. In this chapter, we're explaining how to publish your Store (make it live), and set up your Store's Theme, Layout & Image Organisation. We'll also show you to to navigate around your Plus Store.

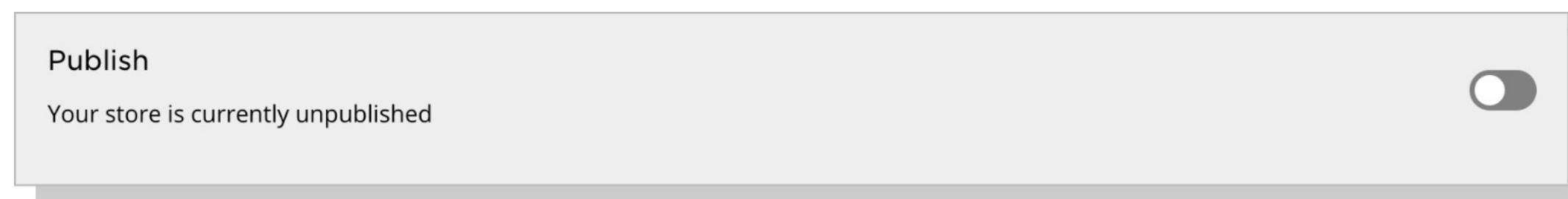


### 3.1 PUBLISHING & UNPUBLISHING YOUR STORE

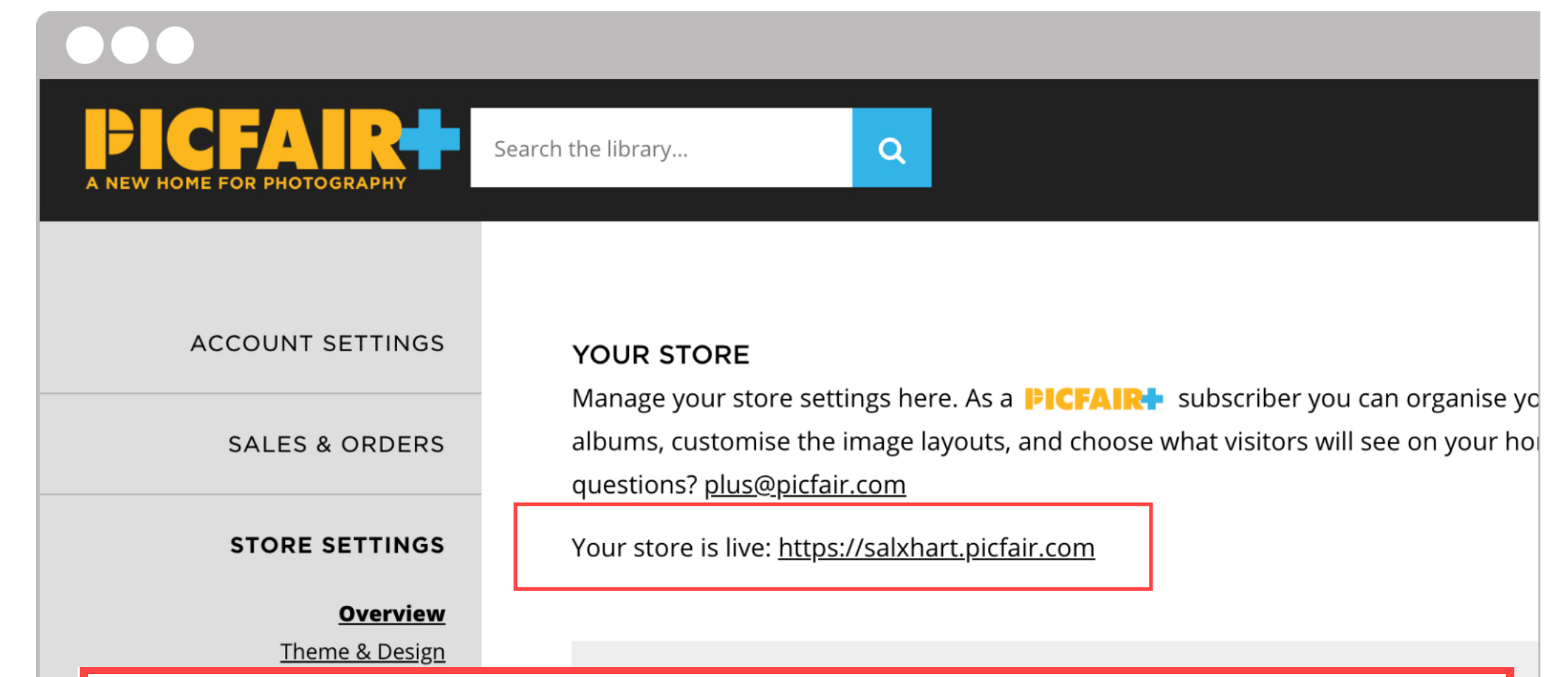
When you first sign up to Picfair, your Store will automatically be in **'Published'** mode - this means your Store is live, and you can see this at the top of the 'Store Settings' page under the section 'Publish'



If you want to make changes to your Store or take your Store offline for any reason you can choose to 'unpublish' your Store at any time by switching the toggle button back.



And here's your Store's URL (screenshot below), which is the web address that anyone can use to visit your Store, and it is unique to you - so share this link with your network and spread the word! Your unique Store URL contains your Picfair username, but your Store URL can be anything you want, by *linking your own custom domain*, and we'll cover this in the next chapter of this guide!



Your store is live: <https://salxhart.picfair.com>

3.2 OVERVIEW OF STORE CONFIGURATION FROM STORE SETTINGS

Underneath the section where you publish your Store, there are another five areas that allow you to manage your Store’s settings and customise Plus features. These are also displayed on the left-hand column of the page, and you can go back to this page at any time by clicking ‘**Overview**’.

Theme & Design

Theme: Light

Layout: Rows

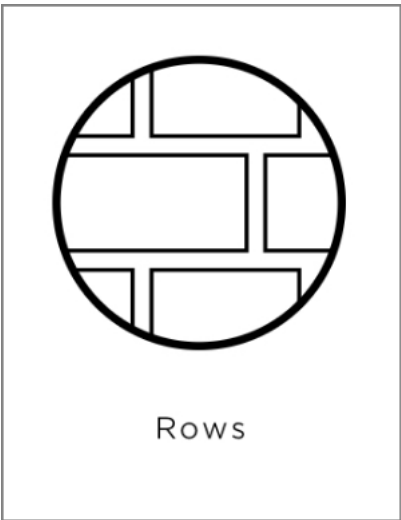
Splash: No

Edit

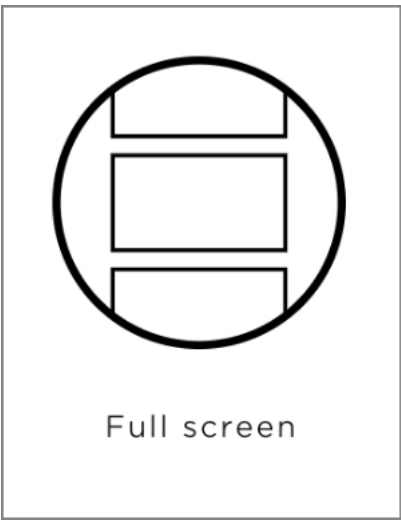
3.2.1 Theme and Design

In this section, you can control how you want your Store to look by choosing a stylish light or dark theme The theme is how your Store with look throughout and are designed to make your images stand out.

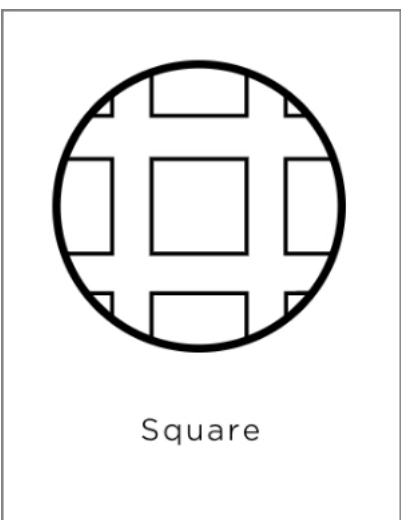
In this section you can also select the layout. The layout is how your images will be displayed on your Store and there are 3 options for this:



**Rows**  
Images will appear in rows across your Picfair Store



**Full-screen format**  
Images will be displayed at a prominent, large size on the screen



**Square format**  
Images will be displayed in a cropped square format (similar to an Instagram feed) on your Store.

Content & Organisation

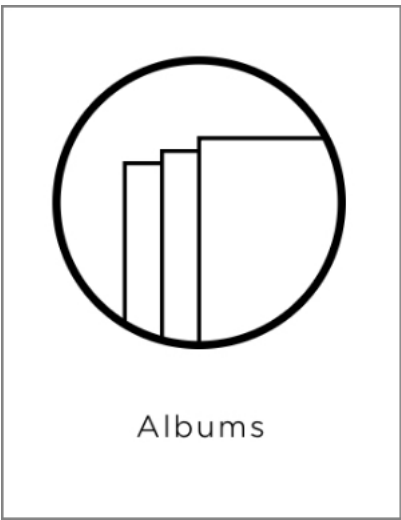
Content: Full portfolio

Homepage: Full portfolio

Edit

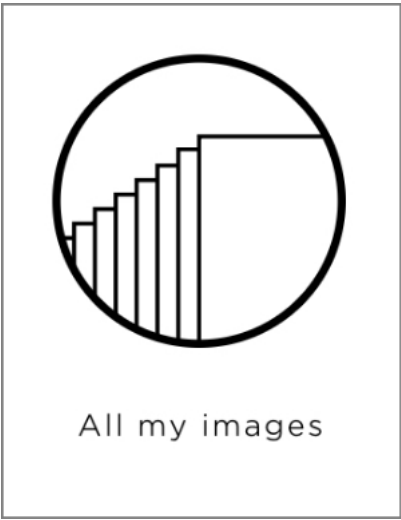
3.2.2 Content and Organisation

This is where you can organise how the images you have uploaded to Picfair will appear on your Store. There are three different options you can select, and you can choose more than one:



**All my images**

All of the images you have uploaded to Picfair will appear on your Picfair Store



**Albums**

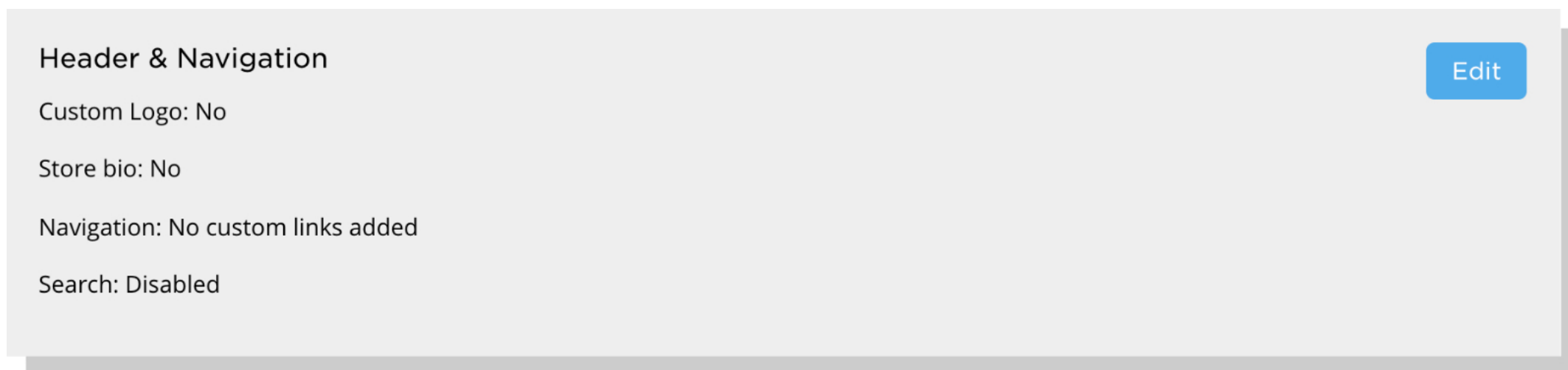
Any albums you have created will be displayed on your Picfair Store



**Featured Album**

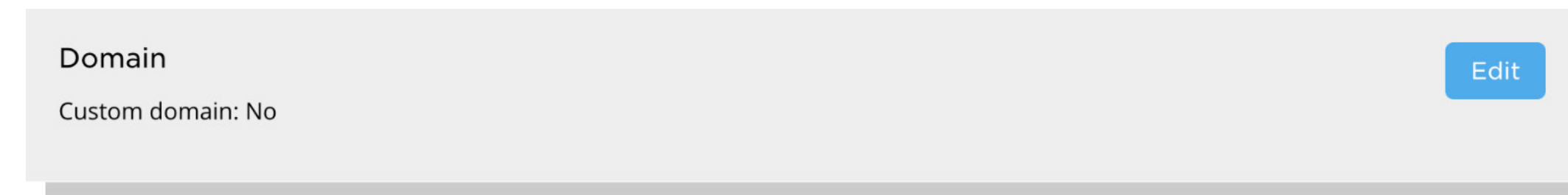
Any album you have made can be set as a ‘feature album’ that you can select to be displayed on your Store’s homepage, the feature album will also be given a dedicated link on your Store’s menu





### 3.2.3 Header and Navigation

From here, you can customise the look of the header section of your Store. This is the top section of your Store that displays your name and menu links that appear on each page of your Store. In this section you can choose to add your own logo and bio, to add an extra touch of personality to your Store. You can also include an in-Store search bar which will allow users to search your Store using keywords, and from here you can also edit the links on the Store Menu; for example, here you can add a link to your personal blog to appear on your Store menu.



### 3.2.4 Domain Settings

This is the section where you can link your own custom domain to your Store. A domain name is the address of your website and with Picfair Plus you have the option to link a custom domain you have purchased to replace the standard 'username.picfair.com' domain.

A custom domain is fantastic for marketing your Store and makes it easy for visitors to remember - learn more, and find out how to link a custom domain in [Chapter 4](#) of this guide.



Advanced Settings

Watermark Type: Standard

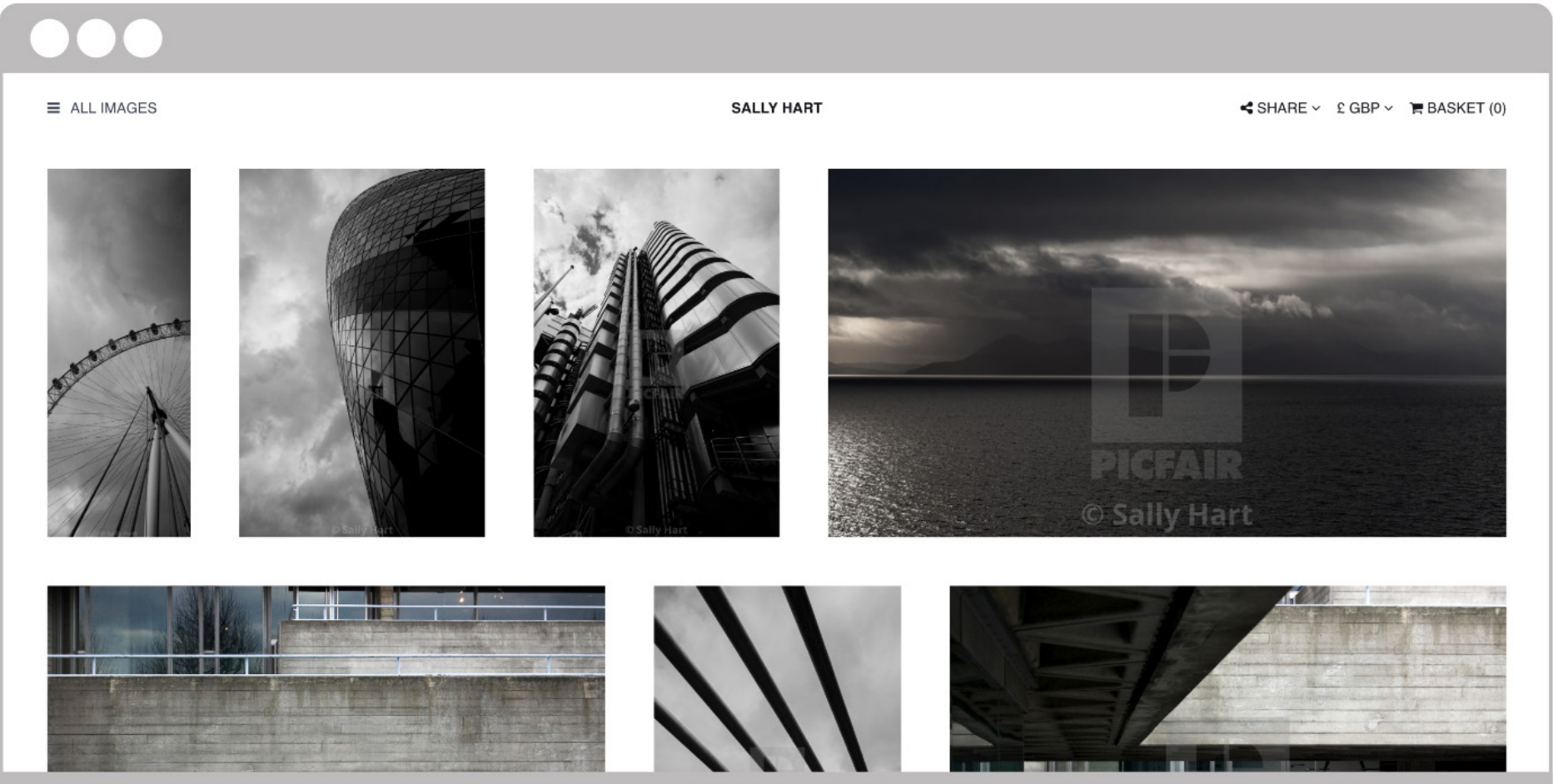
Edit

### ***3.2.5 Advanced Settings***

This section is where you can find more advanced settings for your Store, including where you can add and edit your own watermark, learn more about watermarks in [Chapter 4](#) of this guide.

3.3 SETTING UP YOUR STORE THEME & LAYOUT

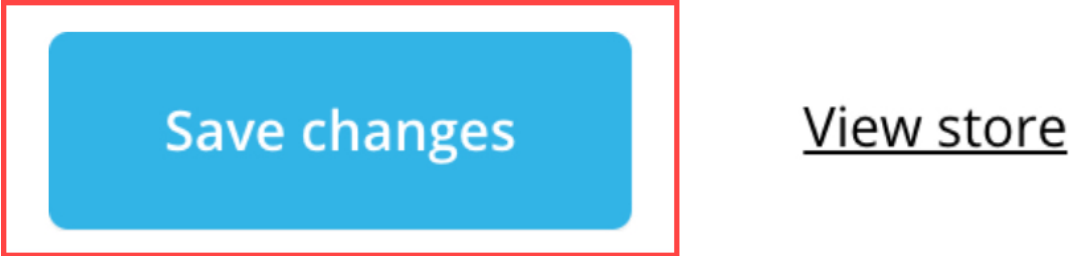
If you ‘publish’ your Store before configuring your Store’s theme and layout. It will be automatically set to the ‘*Light Theme*’ and your images will be automatically displayed in ‘*Rows*’. But you can change this in the ‘*Theme & Design*’ section on ‘*Store Settings*’



We recommend you try out both the light theme and dark theme and all the different image layouts to see what you prefer and what works best for your images. You can change the layout option at any time from this page.

**Please note:** choosing a square layout will display a cropped version of your images on your Store if they are originally in portrait or landscape format. All images can be viewed at full size by selecting the arrow icon in the bottom right-hand corner when hovering over each image.

Make sure you click ‘**Save Changes**’ so any changes you’ve made will be on your Store.



Next to ‘**Save Changes**’ you’ll also see a link to view your Store so you can quickly and easily see how everything looks when trying different theme and layout combinations!

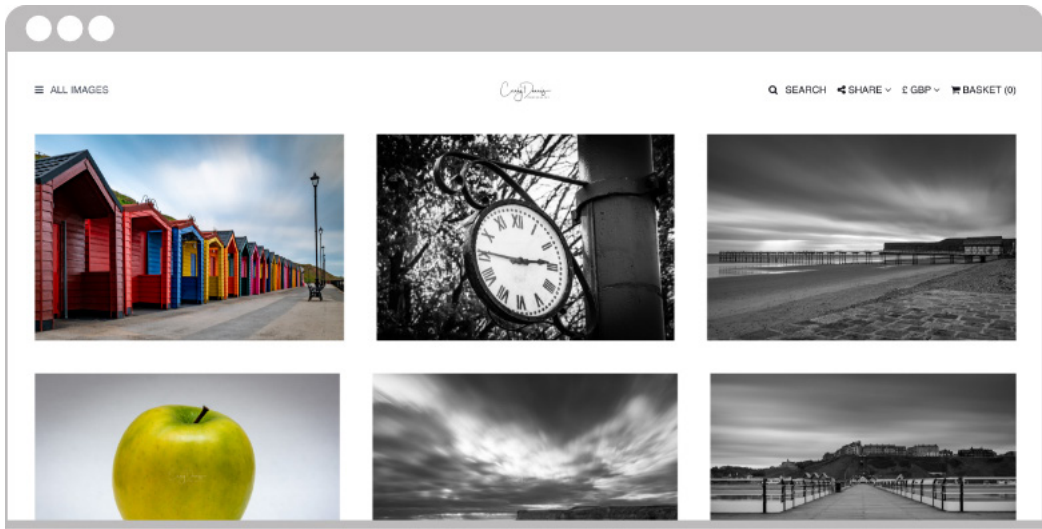




3.3.1 Organising your images

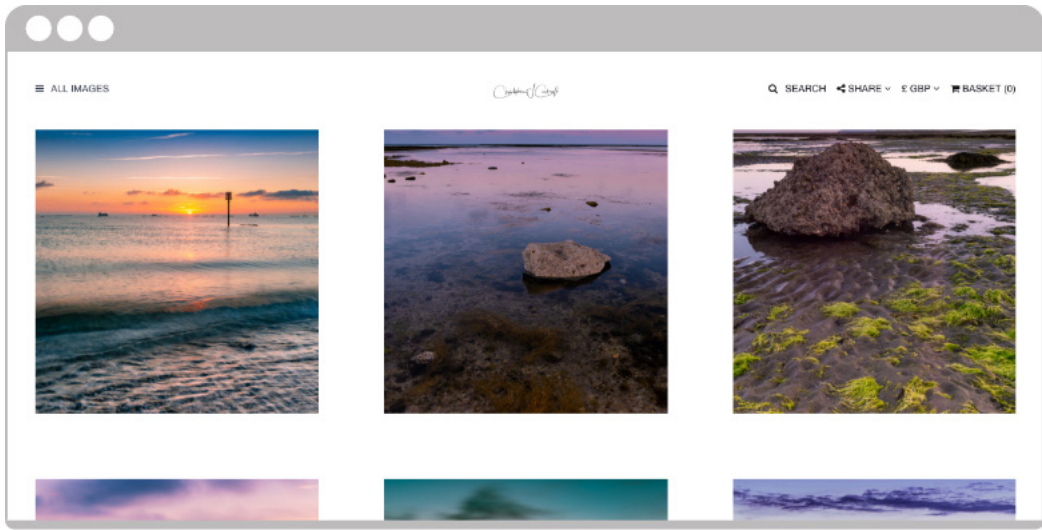
All of the images you have uploaded to Picfair will be displayed on your Store by default. To change this, and to further organise the images on your Store, go to the **'Content & Organisation'** section of **'Store Settings'**.

On this page, you will see a number of options you can choose to organise the images on your Store, and you can choose more than one option. The three display options are as follows:



All my images

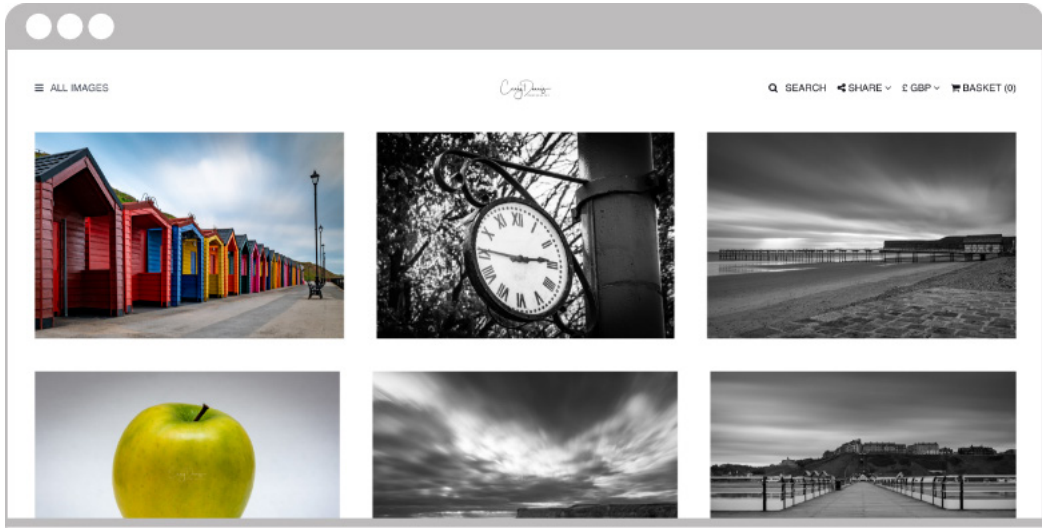
Selecting this option means all the images you have uploaded to Picfair will be displayed on your Store. If you have this option selected, you can also choose to include the 'in-Store' search functionality, which will allow users to search through your collection of images using tags.



Albums

Here you can choose to display all the albums you have created on your Store.

Note: if you wish to display an edited selection of images only with albums, this will turn off the in-Store search functionality.



Featured Album

Here you can set one of your albums to be a 'Featured Album', which will have its own dedicated link on your Store menu. This is ideal for displaying a curated selection of images on your Store homepage, so your images will appear exactly how you want them to look.

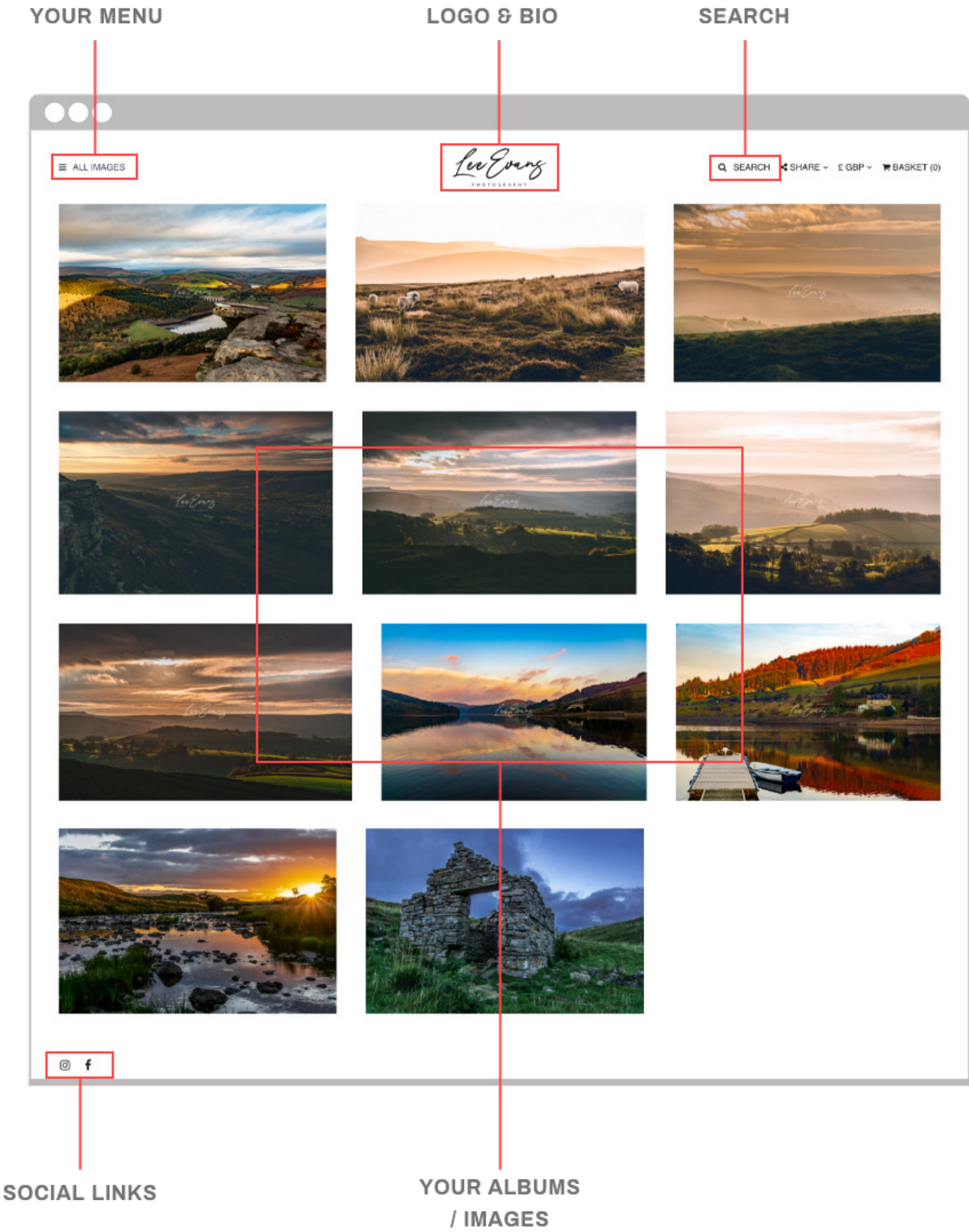
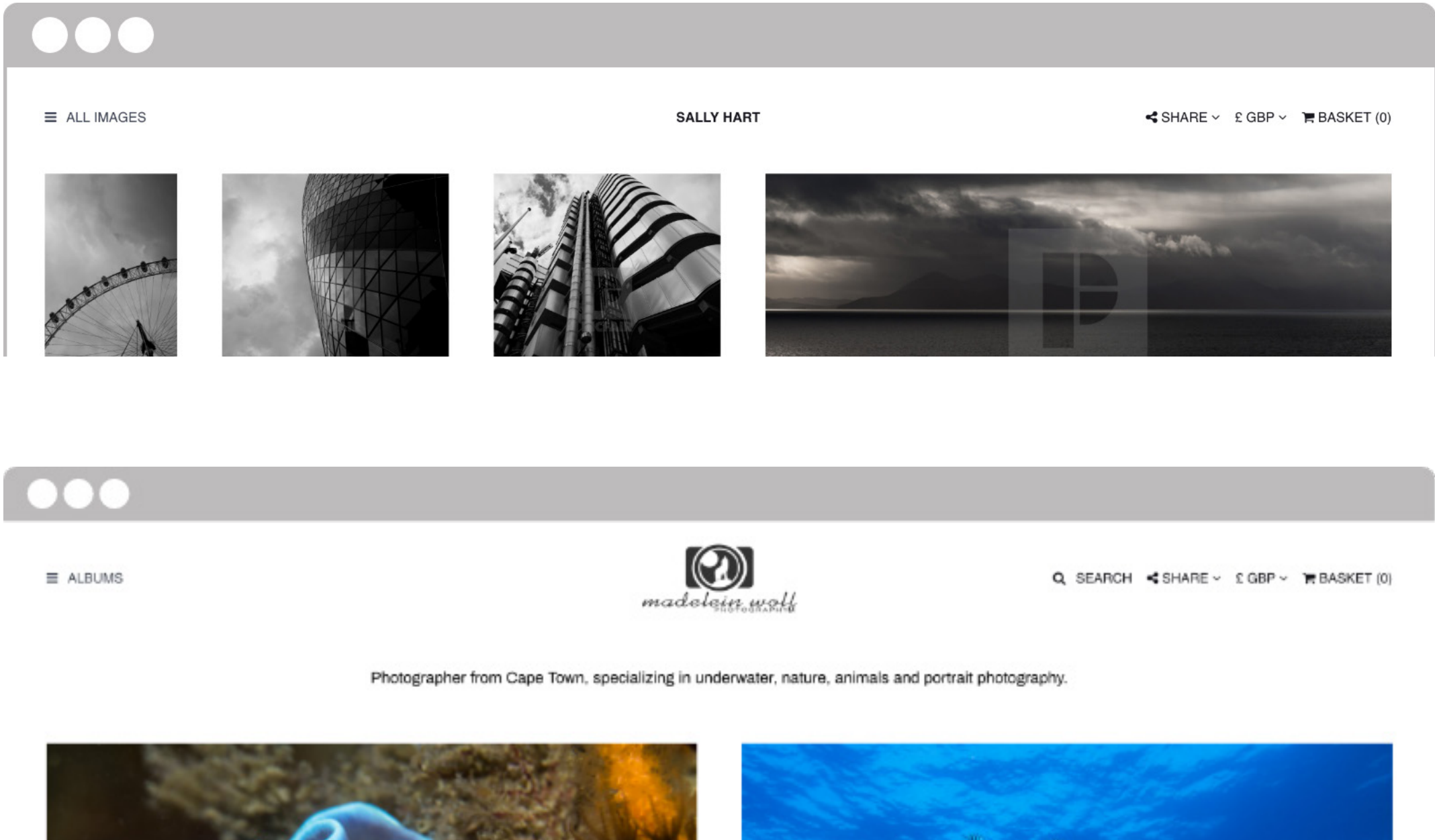
Underneath all display options, you can select '**Set as Homepage**' to showcase that particular display option either on the homepage of your Store, so when visitors click onto your Store, they can see all of your images, your set featured album or all of your albums. Albums are covered in detail in [Chapter 4](#).

Make sure you click '**Save Changes**' when you have finished. From here you can also view your Store, so you can see the changes you have made.



3.3.2 Navigating your store

At the top of your Store you'll see your Store Header, this is where your name or logo and bio text appears, along with an in-Store search bar (if selected) and links to the Store menu, social share links and shopping basket. The Store header is displayed consistently throughout your Store, it is the main point of navigation for your Store, and clicking on your name or logo will also bring you back to the Store home page at any time.



## 4. CUSTOMISING YOUR STORE WITH PICFAIR PLUS FEATURES

Once you've set up your Store's theme and layout, here comes the exciting part - customising your Store! In this chapter, we're explaining the benefits of each feature, how they work and how you can get them set up! Using custom features makes your Store stand out, and adding that extra touch of personalisation helps emphasise your photography and your brand to your audience. Ready to get started?

- **Albums**
- **Custom Logo**
- **Bio Text**
- **Welcome Splash Page**
- **Watermarks**
- **In-Store search**
- **Linking a Custom Domain**
- **Custom Links**
- **Custom Print Commission**

## 4.1 ALBUMS

### *4.1.1 What are albums on Picfair?*

The best way to organise your images on Picfair is to place them into albums, and they can easily be created and edited in a few simple steps from your Picfair account.

Albums are ideal for showcasing images as themed collections on your Store or if you only want to display a curated selection of images on your Store, Albums are also fantastic for useful for images in a specific order and for displaying a curated collection of images on your Store's homepage.

### *4.1.2 Creating Albums*

In order to showcase albums on your Store, you first need to create them. You can do this directly from your Picfair profile page on the Picfair website. To add an image to an album go to your profile page and select the image by hovering over it with your mouse and selecting the '+' icon, you can repeat this process to select several images.



Once you have selected the images you would like to add to an album, go to **'Actions' > 'Add to Album'**.

From here a new window will appear. In the text box **'create a new album'** you can make an album by inputting a name for your new album and then clicking **'Save to Album'**. Your images will now be saved in the new album, and you can view and edit this album by going to your **'Albums'** dashboard.

#### **4.1.3 Editing your Albums**

You can edit and organise the albums you have created from your **'Albums'** dashboard which can be accessed from your profile page 'View Albums' or from the drop down menu when clicking on your username and selecting **'Albums'**.

To change the order of albums as they appear on the albums page and also on your Store, click on **'Change Order'** and drag and drop albums to the order you prefer.

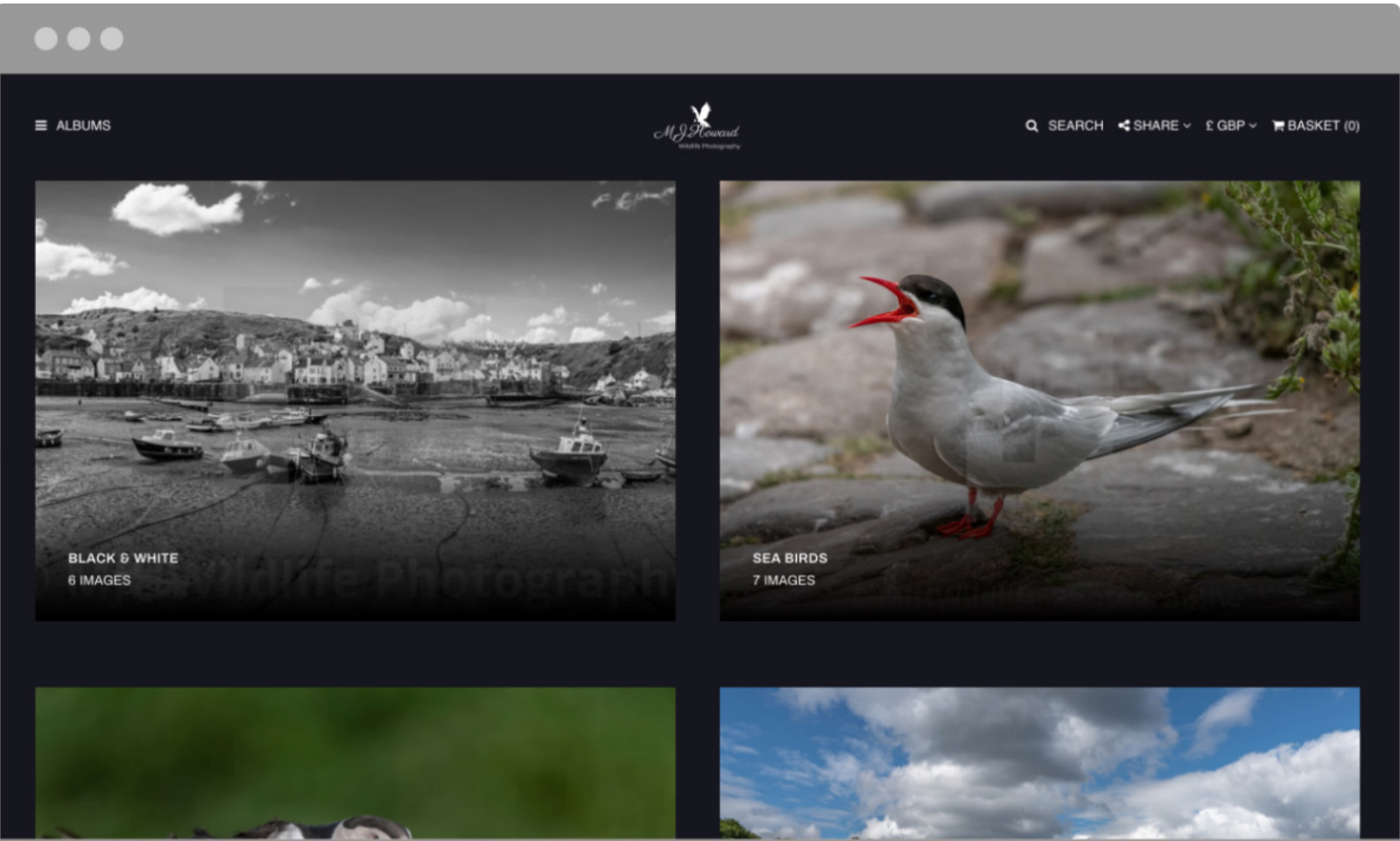
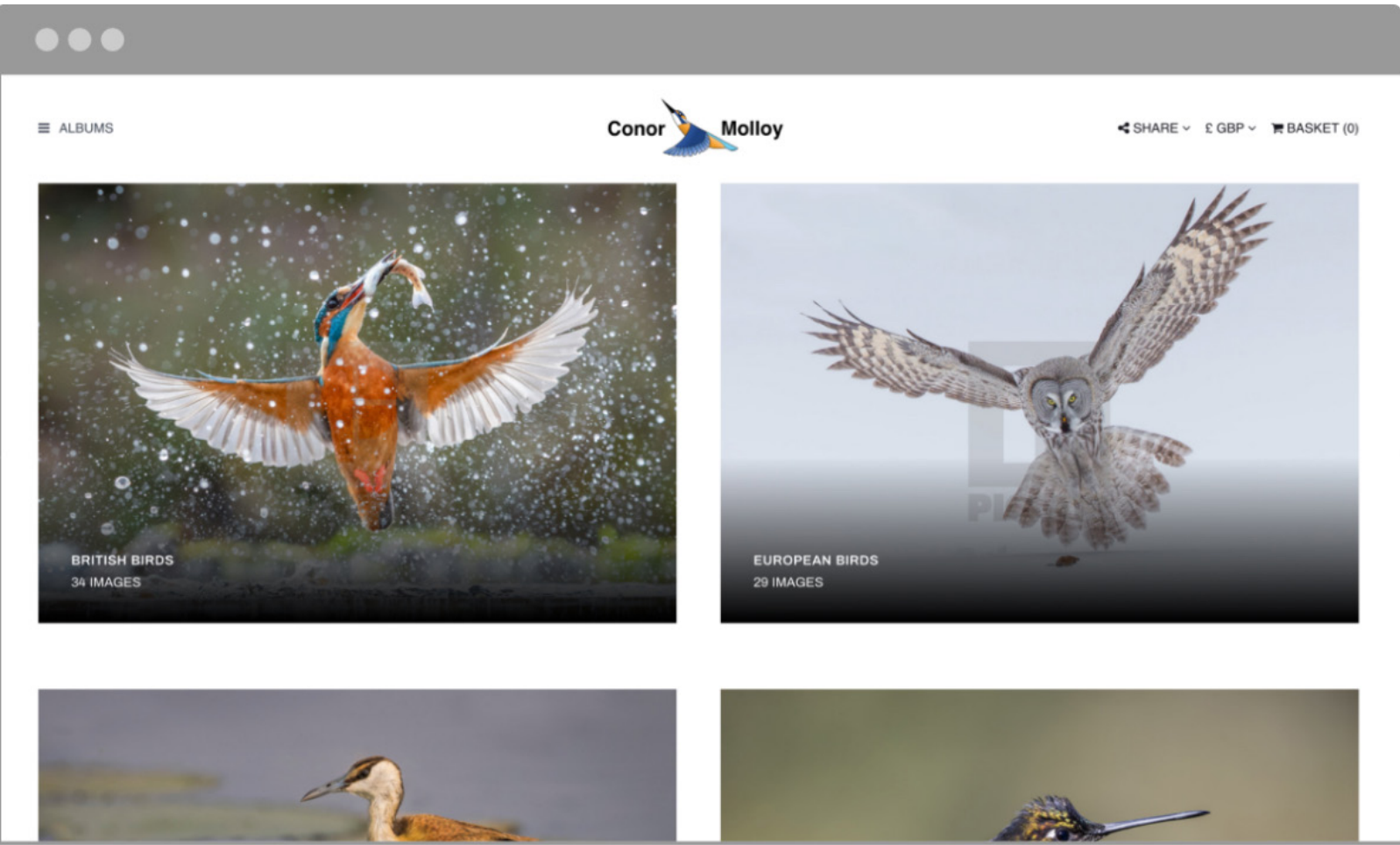
To change the order of images in the album click into the album and drag and drop images using the arrow icon, visible when hovering over the image, to place images in the desired order.

When hovering over any image, you can also choose to make this the header image of your album by selecting **'Make Header'**. A header image is an image that is displayed at the front of your album along with the album title. For each album, we recommend you use your best image for your header image - as this will be the first image viewers see before clicking through to the album.

To delete images in your album, select images using the **'+' icon** when hovering over an image, go to **'Actions'** and click on **'Remove Selection from Album'**.

4.1.4 Displaying Images and Albums on your Store

The way images and albums are displayed on your Store can be configured under the ‘**Content & Organisation**’ section of your Store settings dashboard with a range of display options. You can choose more than one option for your Store. This is covered in detail in [Chapter 2](#).





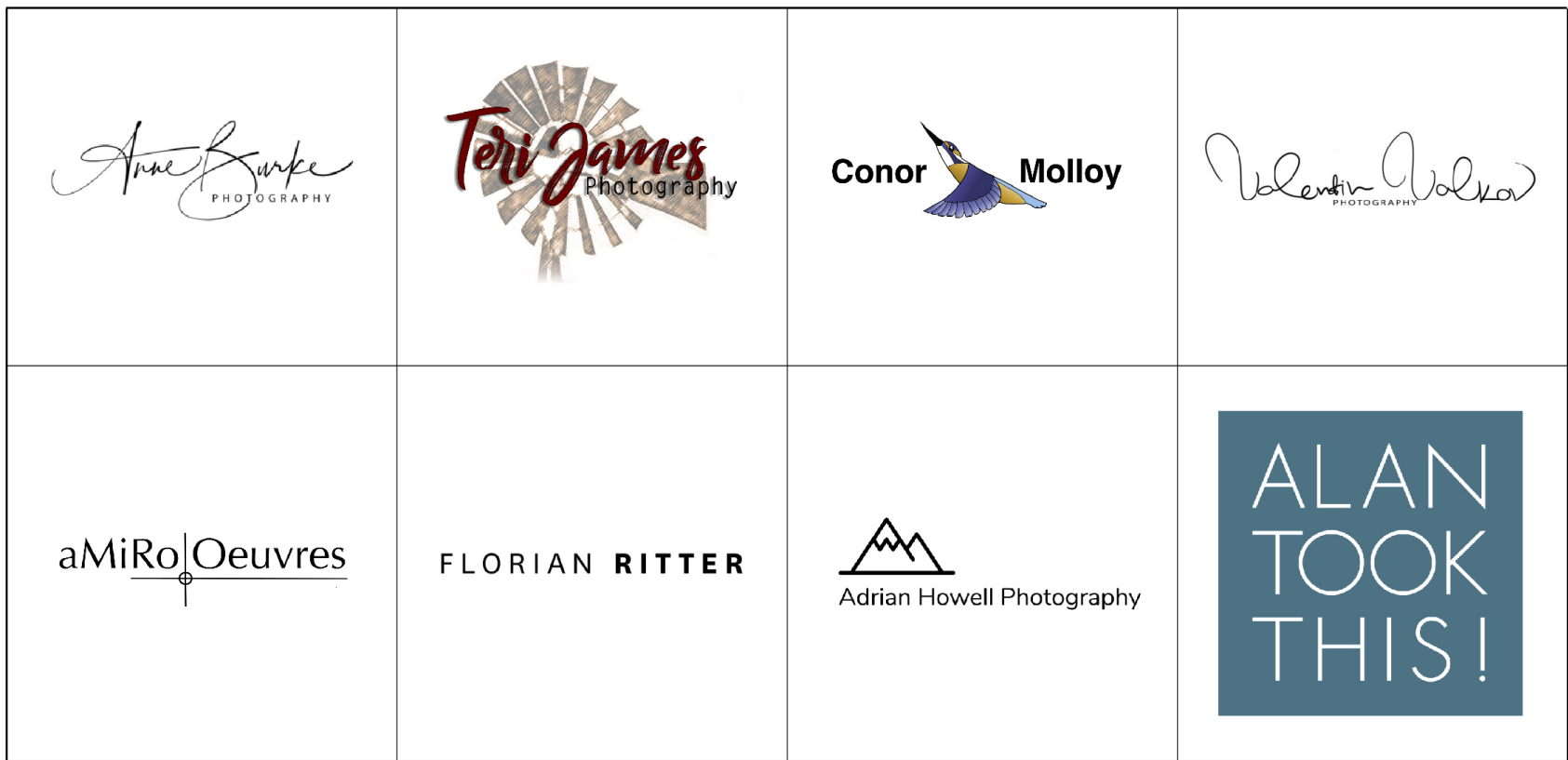
4.2 CUSTOM LOGO

4.2.1 What is a Custom Logo?

A custom logo is a logo that you want to appear on your Picfair Store. Logos uploaded to Picfair Plus Stores are displayed prominently in the centre of the Store Header throughout - it is one of the most popular features on Picfair Plus.

4.2.2 Why use a logo on your Picfair Store?

Using a custom logo gives visitors a visual symbol that is associated with your name, brand and business, and is a very powerful tool in helping visitors remember you. It also adds an additional professional touch to your Picfair Store.



4.2.3 Where do I start with getting a logo in the first place?

Your logo can be anything - from a simple text-based design right through to a stylised version of one of your images. There are many websites and resources online where you can create stylish logos in a few simple steps, with many of them allowing you to create logos for free. You can also enlist the help of a designer to create your logo for you, or design a logo yourself with image editing software such as Adobe Photoshop and Illustrator - you'll find many tutorials online that can help guide you through designing your own logo.

4.2.4 Formatting your logo for your Picfair Store

In order to upload your logo to your Picfair Store, it needs to be formatted in a certain way to fit our upload requirements. This means that the logo file should be prepared in a way that will make it look it's best and load quickly on the page.

**Your logo cannot be larger than 3MB in file size**, however, we **recommend a logo no larger than 1MB**, and it must be one of the file formats listed below. The vast majority of image editing software programs and online resources for creating logos will allow you to save your logo in any of these file formats:

**PNG:** A Portable Graphics Format is the most frequently used file for graphics on the internet and is a very popular choice for logos. They have the ability to display transparent backgrounds and are also uncompressed files, meaning no loss of quality.

**SVG:** A Scalable Vector Graphics (SVG) file is a newer file format for two- dimensional web graphics, and is both ideally suited and highly recommended for web-based logos for the sharpest reproduction.

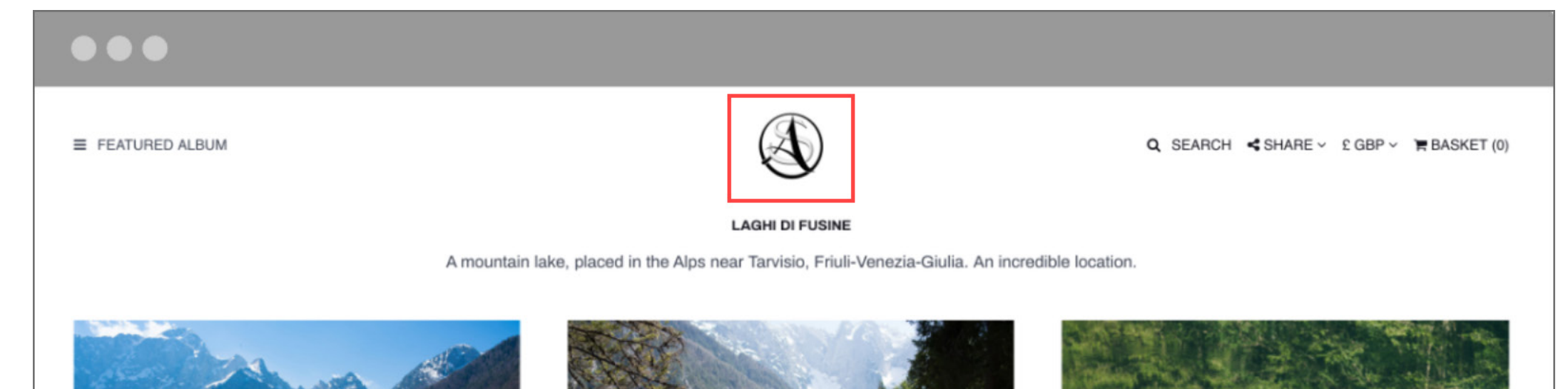
**JPEG:** The most common image file format for digital cameras and one ideally suited for digital photography. Logos can be uploaded to Picfair in JPEG format but this option is not recommended - it will mean your logo will be uploaded as a compressed image file,

rather than a file suited for a web graphic such as a PNG or SVG, and your logo may appear soft.

**For best results:** we recommend you use an SVG file or a PNG file with a **maximum width of 800px** OR **maximum 120px tall**.

#### ***4.2.5 Uploading your logo to your Store***

To upload your logo, you need to go to the **'Header and Navigation'** section of the **Store Settings** dashboard. Here, you will see the option to upload your own logo when you switch the toggle button to green on the **'Header Logo'** section of Store settings.





## 4.3 BIO TEXT

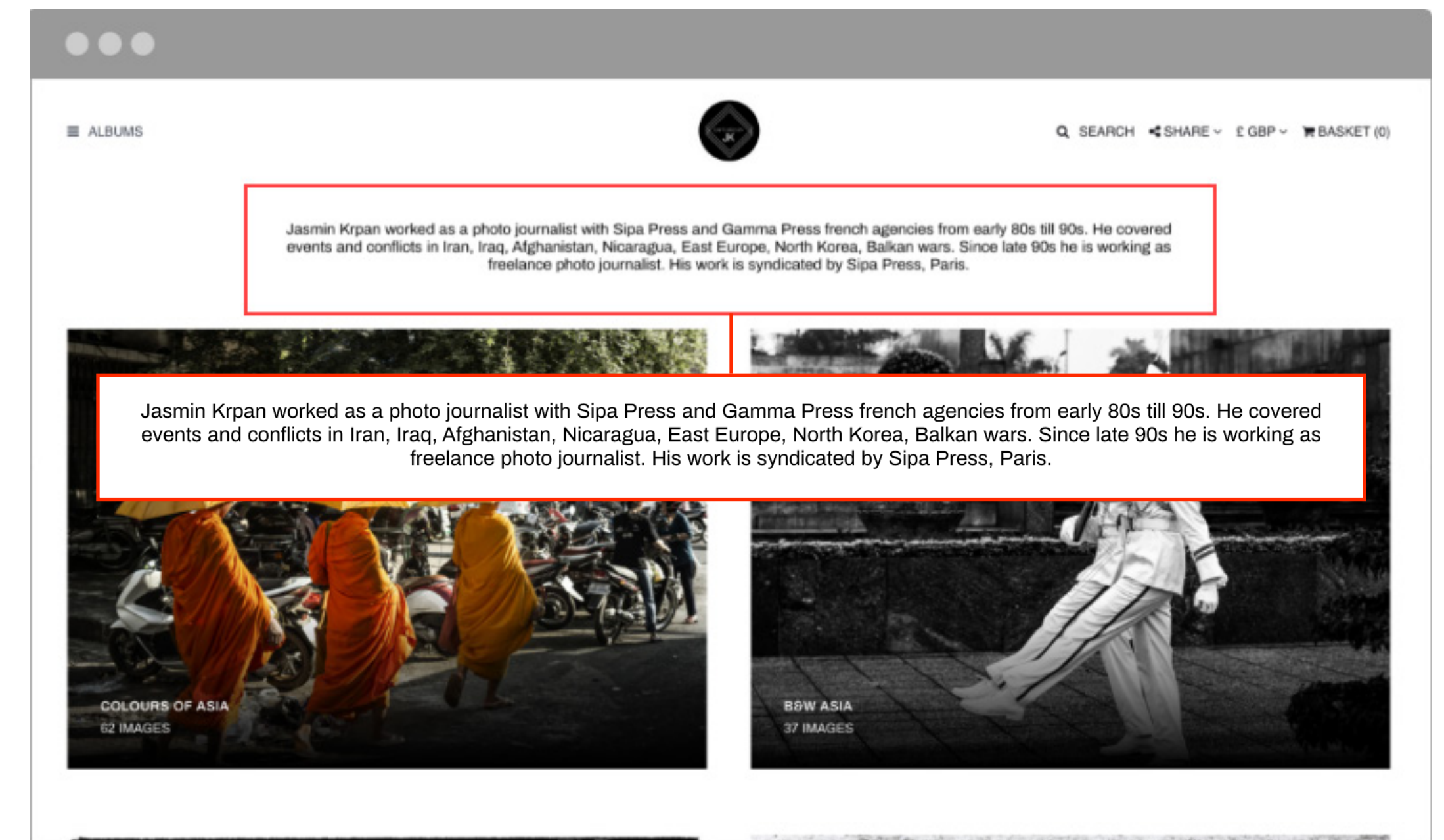
### 4.3.1 What is a Bio on your Plus Store?

A 'bio' a short excerpt of text that you can include on your Store Header. Customers love to know who they are buying from and adding a bio text is a great way to share some information with visitors to your Store. You can use your bio to tell visitors a little bit about yourself, your photography and what drives you to take images, as well as any other information you wish to include.

### 4.3.2 Adding a Bio to your Picfair Store

You can add your bio text from the '**Header & Navigation**' section of your Store Settings dashboard, under the '**Header Bio**' section. To add your bio text, click the toggle switch to green and you will then see a box appear underneath, this is where you can type and insert your bio text. Please note: your bio can be up to 400 characters long.

Once you have entered your text. Click '**Save Changes**' at the bottom of the page to make sure your Bio has been saved.





## 4.4 WELCOME SPLASH PAGE

### ***What is a Welcome Splash Page?***

A welcome splash page is a full-screen image that viewers first see when visiting your Store, the splash page appears on the screen for a few seconds and gives visitors an incredible first impression of your photography, and you can also choose to include your logo or name in text to appear in the centre of your splash page. We recommend choosing your one of your most stunning photos, or an image which perfectly compliments your brand and/ or photography.

### ***Adding a Welcome Splash Page to your Store***

You can upload an image for your Welcome Splash Page from the **'Theme and Design'** section of the Store Settings Dashboard under the **'Add a Splash Intro Page'**. Here, click the toggle switch to green and you will see a number of options appear under 'Branding':

***Splash image only:*** Select this option to upload your welcome splash image

***Use main logo:*** This option will only appear if you have already uploaded a logo to your Store. Select this option if you wish to include the logo that appears throughout your Store on your welcome splash page

***Use custom logo:*** If you want to use a custom logo that is different to the logo that appears throughout your Store select this option and upload your logo.

***Use your name:*** Selecting this option will display your name in the centre of your welcome splash page and you can choose to display your name in either black or white text under the 'Name Color' option.

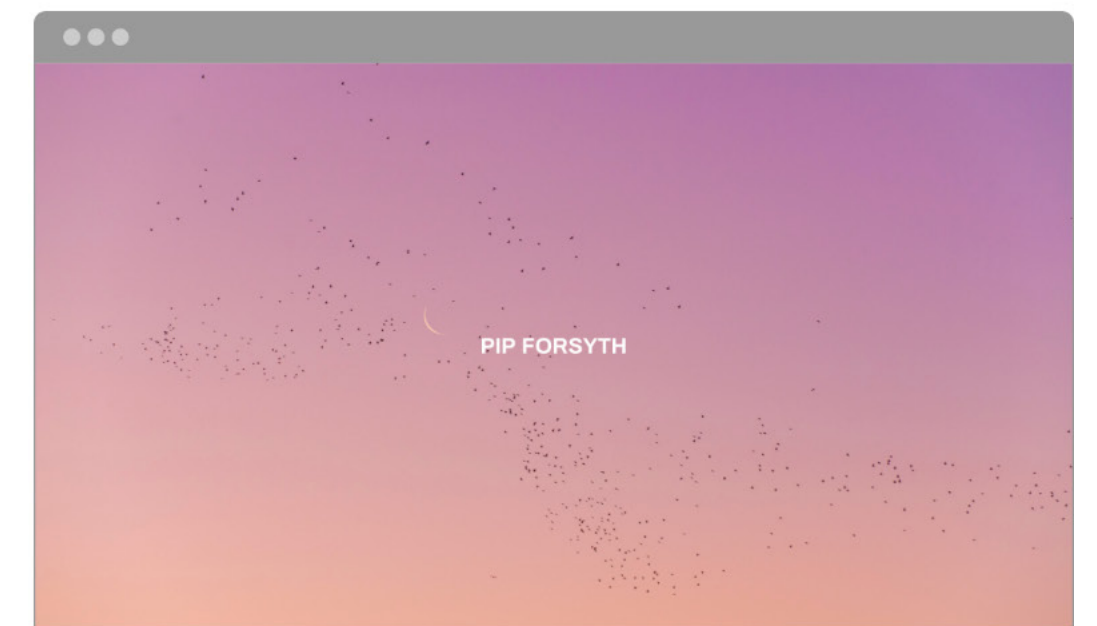
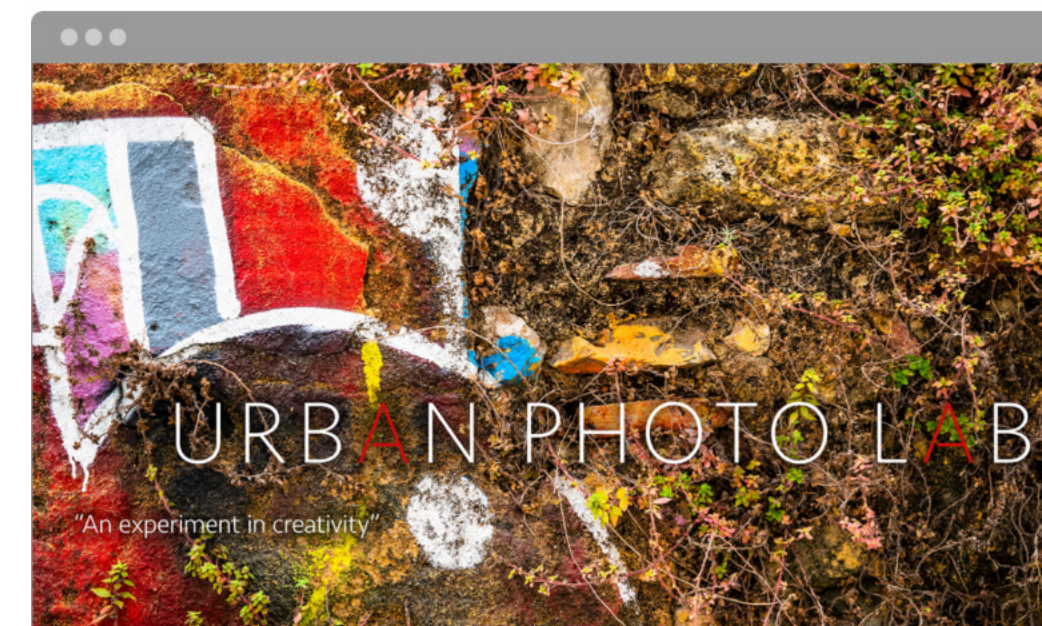
So your image will look great on all types of screens, we suggest uploading a high-resolution image for your splash image, anything **above 1920x1280px** is great. For a fast loading time, a small file size is better for performance and **anything below 500kb will load faster.**



If your image is a photograph, the image file should be uploaded as a JPEG file, this is the most common file type for digital photos, if your splash image is a large logo, graphic or diagram, it should be uploaded as a PNG file. You can format and resize your files to fit the above recommendations using image editing programs such as Photoshop and Lightroom, or free online resources such as PicResize.

Once your files have been uploaded, you'll see the file displayed under '**Current File**' and you'll see the option '**Upload a Different File**' underneath, if you wish to replace the current file with a different image or logo. We recommend trying out different images and combinations of logos and text to see what works for your welcome splash page.

Here are a few examples of stunning Welcome Splash Pages made by Plus users:





## 4.5 WATERMARKS

### 4.5.1 What are watermarks and why are they important?

Watermarks are a semi-transparent image or design that appears on top of your photo in order to protect it from unauthorised use. Watermarks are designed so that they cannot be removed and strongly discourage images being used without the photographer's permission.

All images uploaded to Picfair are protected by the Picfair watermark, which includes your name and the Picfair logo, both on our Global Marketplace and on Picfair Stores. Images are only released without their watermarks when a buyer purchases them. As a Plus user, you have full control over how you want watermarks to appear on your images on your Store by being able to upload your own watermark, which is fantastic for enhancing your Store's brand whilst also protecting your images and you can also choose to remove them altogether.

### 4.5.2 Configuring watermarks for your Plus Store:

You can configure watermarks by going to '**Advanced Settings**' on your Store Settings dashboard. Here you can customise your watermarks, first of all by switching the toggle button to green, when will indicate custom watermarks are enabled, then you will see the option to remove watermarks or choose your own watermark.

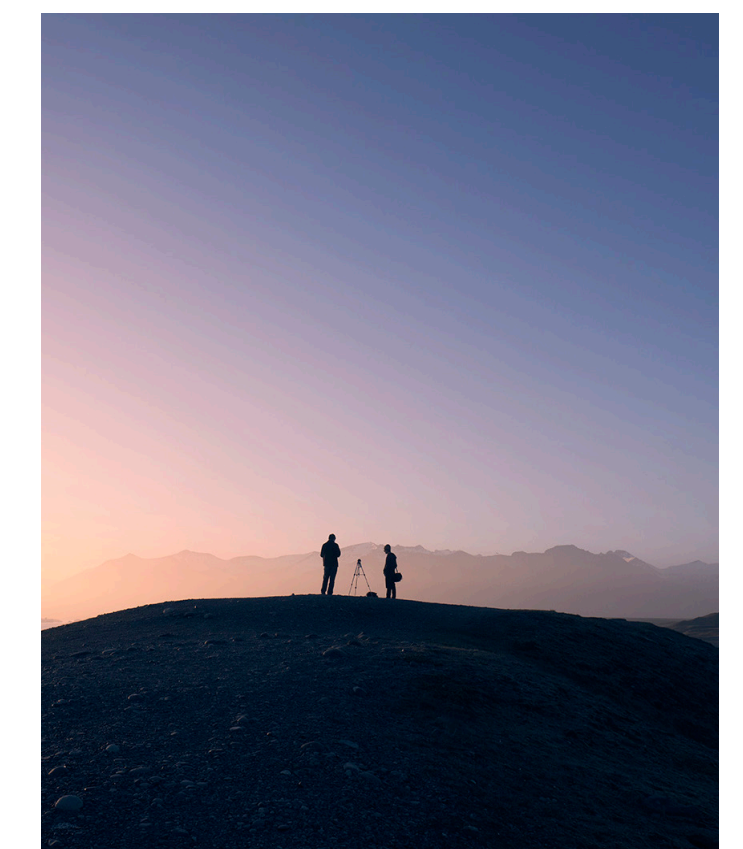
If you select '**Remove Watermark**' all watermarks will be removed from your images. Please note watermarks will be only removed on your Store, and not our Global Marketplace.



*Picfair watermark*



*Custom watermark*



*No watermark*



If you select '**Custom Watermark**' you will be prompted to upload your own image file, which will be your watermark. **We recommend a PNG file with a transparent background.** When you upload your own watermark you can also alter its opacity - which means how 'transparent' you want the watermark to appear. The higher the percentage of opacity, the less transparent and more prominent your watermark will appear over your image. We recommend trying different levels of opacity until you find the amount you like.

**WATERMARKS**  
Customise or remove watermarks on all your store images

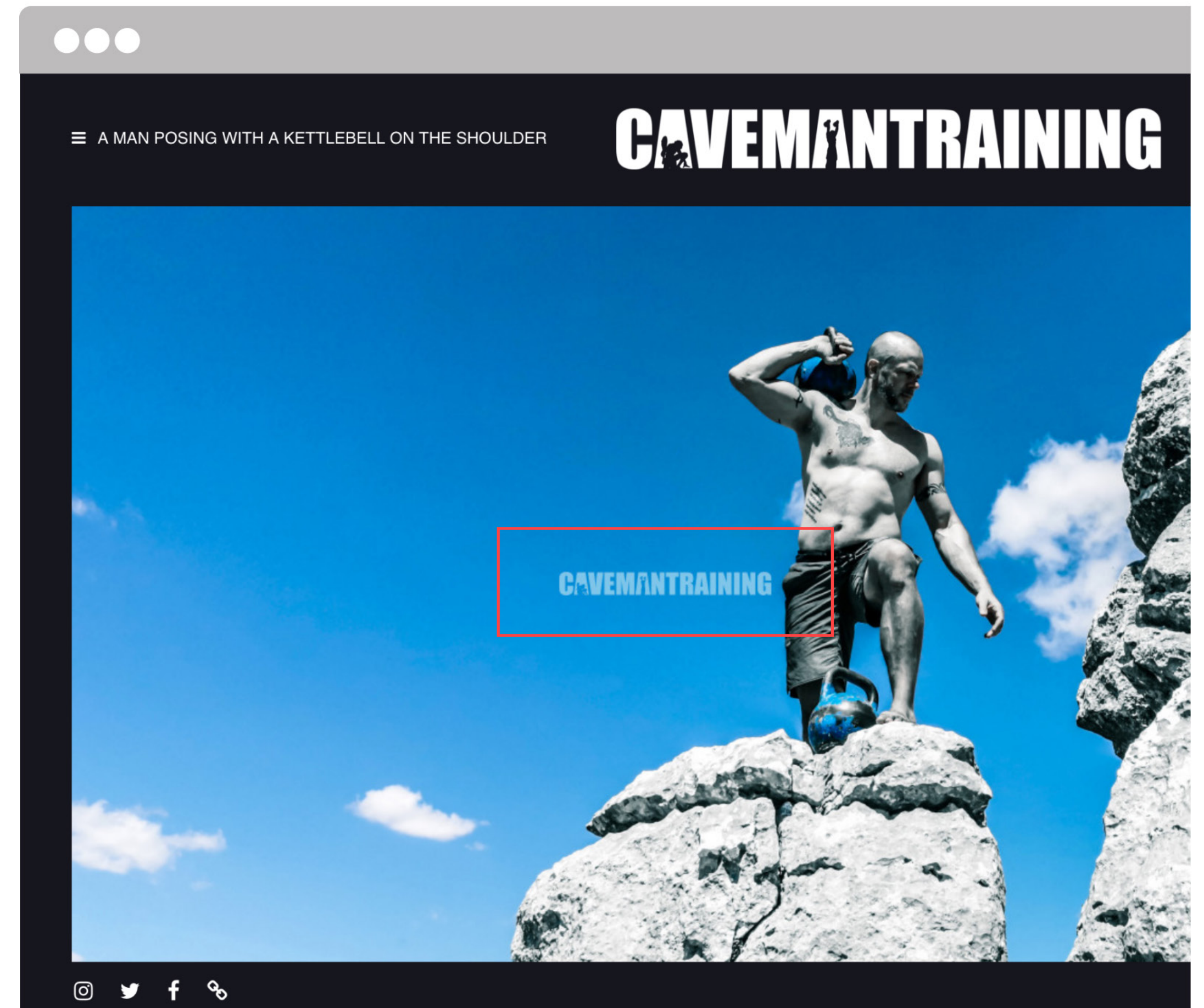
☐ No watermark  
☒ Custom watermark

**UPLOAD IMAGE**  

Upload

Opacity 50

For best results, image should be PNG format and not exceed 200px wide OR 200px tall.  
File size should be less than 1MB





## 4.6 IN-STORE SEARCH

### 4.6.1 What is in-Store search for Picfair Plus Stores?

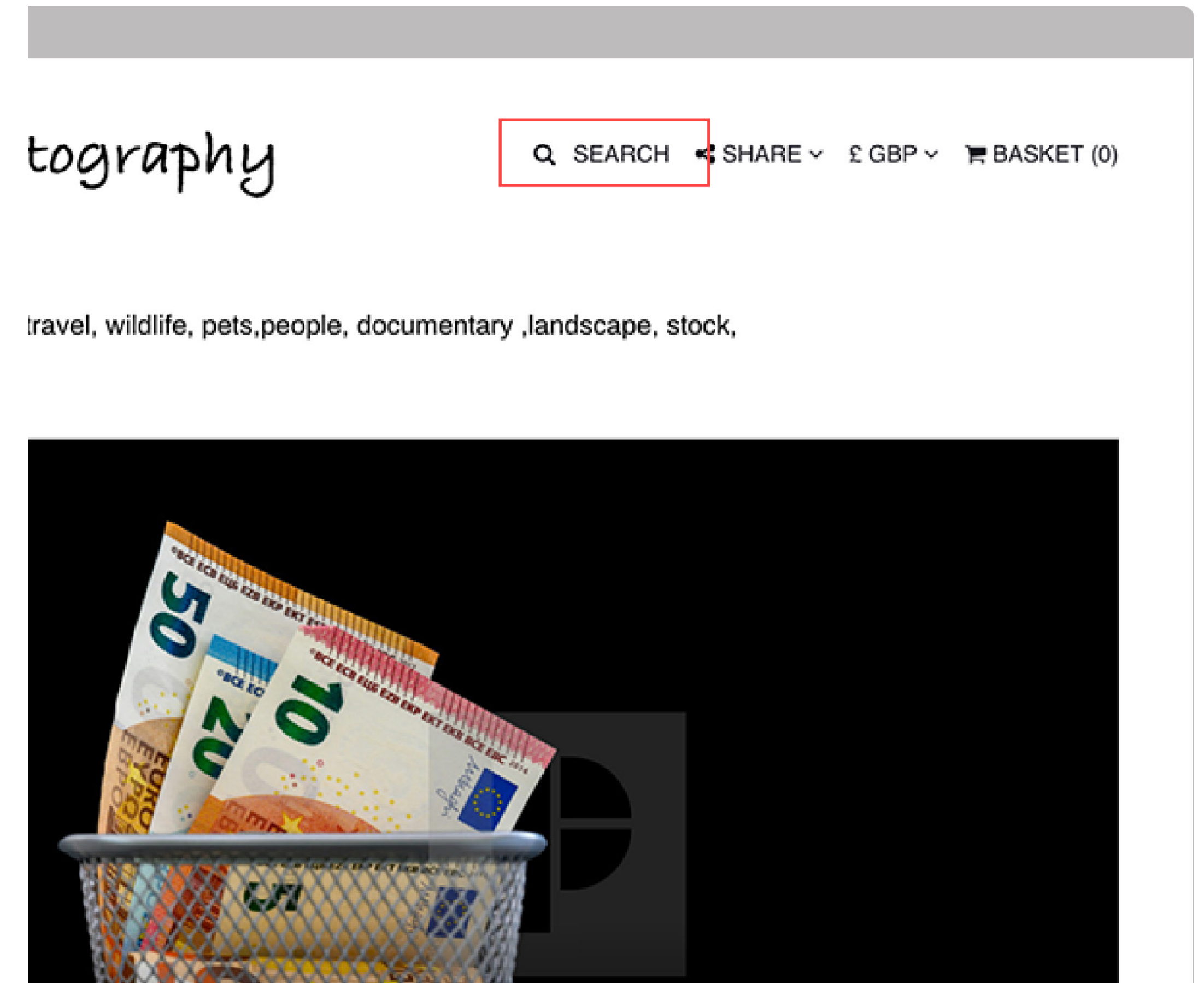
The Picfair Plus in-Store search feature allows you to add a search bar to your Store header. This is ideal for users with large collections and those with images that include subjects commonly identified by specific names and tags, such as images of places and latin names for flowers.

For example, if a visitor was looking for images of London and you had images that included the tag 'London' on your Store, all they would have to do is type London into the search field and those images will appear as search results on the page.

### 4.6.2 Enabling in-Store search

In order to enable in-Store search, you need to have **all of the images** you have uploaded to Picfair on your Store. To do this make sure '**all my images**' is selected under the '**Content & Organisation**' section of **Store Settings**, When 'all my images' is selected, you will see the option to '**Enable Search**'.

You can also enable the search bar by going to '**Header & Navigation**' and switching the toggle button to green on the '**Search**' section.



## **4.7 LINKING A CUSTOM DOMAIN**

### ***4.7.1 What is a custom domain?***

A domain name is a website address, (For example, Picfair's domain name is 'picfair.com'), and as a Plus user, you can link any domain you own to your Store, replacing the web address your Store is assigned when signing up (<https://username.picfair.com>).

### ***4.7.2 Why should I link a custom domain to my Store?***

Having a custom domain linked to your photography Store emphasises the seriousness of your photography Store offering, massively helps you promote your name and brand, and is a fantastic way for visitors to easily remember your Store's web address.

### ***4.7.3 Prerequisites to linking a custom domain to your Store***

In order to link a custom domain to your Picfair Plus Store, you must already own your own domain - you cannot purchase a domain from Picfair, but you can purchase a domain from any domain registrar and you must have access to edit the DNS records for your domain. These can usually be found in your domain registrar's account.

Every DNS Provider's settings look slightly different and may use slightly different terminology to what is used in the following step-by-step guide. Though some wording may be different, the settings you need to change are the same across all DNS Providers.



4.7.4 A step-by-step guide to linking your domain









1. From your Store Settings page, click '**Custom Domains**' to go to your domain settings page.

2. Input your domain name into the box. This must be a fully qualified domain name. In most cases, your fully qualified domain name will be something like 'www.example.com', but it could also be something like 'gallery.example.com'. Then click '**Next**'.

3. Create a new CNAME record in your DNS provider settings by copying and pasting the CNAME generated in your Picfair dashboard into the CNAME destination/target field in your DNS provider settings. You should be able to find instructions on how to do this in your DNS provider's support pages.

4. In these settings, you will also have to input a 'Host Name'. Your host name is everything in the address that comes before your domain. For example, the host name of www.example.com is 'www.'

Here is an example of where to input your CNAME and Host name on 123-Reg. These settings look different depending on your DNS Provider, but should look something like this:


DNS ENTRY	TYPE	PRIORITY	TTL	DESTINATION/TARGET	
*	A			94.136.40.51	 
@	A			94.136.40.51	 
@	MX	10		mx0.123-reg.co.uk.	 
@	MX	20		mx1.123-reg.co.uk.	 

Hostname

www


Type


CNAME



Destination CNAME

www.example.com.picfairdns.com

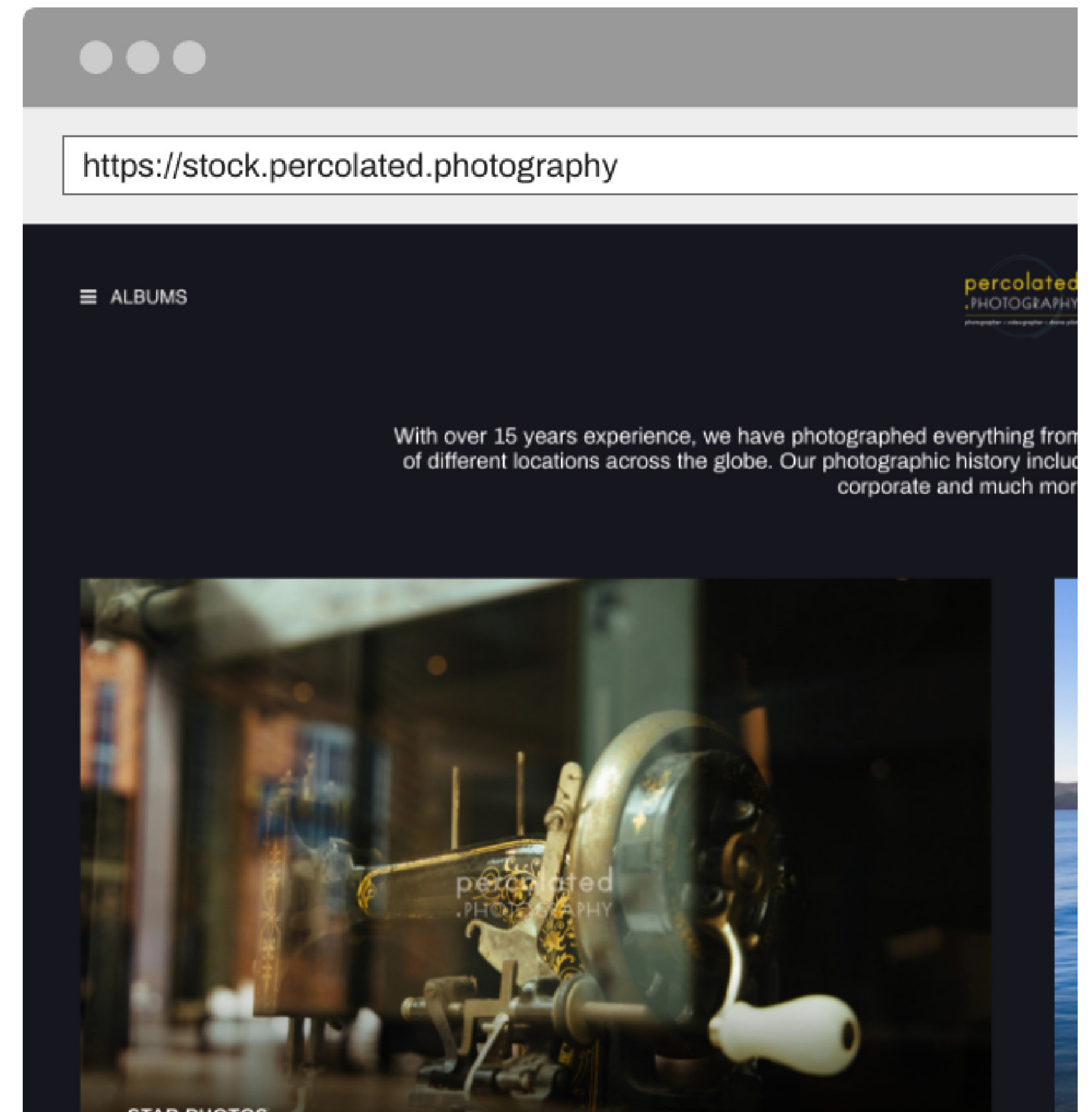
Add 

Delete all records 

**5.** Save the settings on your DNS provider. You can then check the status of your domain in Picfair by refreshing the page. It can take up to 48 hours to update, but will usually only take a couple of hours.

**6.** If all settings are correct, when the status shows a success message, your Picfair Store will now be using your domain! Please note: your new custom domain may display errors while it first populates. We recommend waiting 48 hours for it to stabilise before sharing.

Setting up your own domain can be tricky, so if you have any issues do not hesitate to email [plus@picfair.com](mailto:plus@picfair.com) for guidance.



## 4.8 CUSTOM LINKS

### 4.8.1 What are custom links?

Custom links are links to other websites that you can add to your Store’s menu, which is displayed on the left of your Store header, and they can be anything you like. For example, many of our users also have personal blogs, and if you wanted to add a link to your personal blog, or to another website you have, you can add this here.

### 4.8.2 Adding custom links to the menu

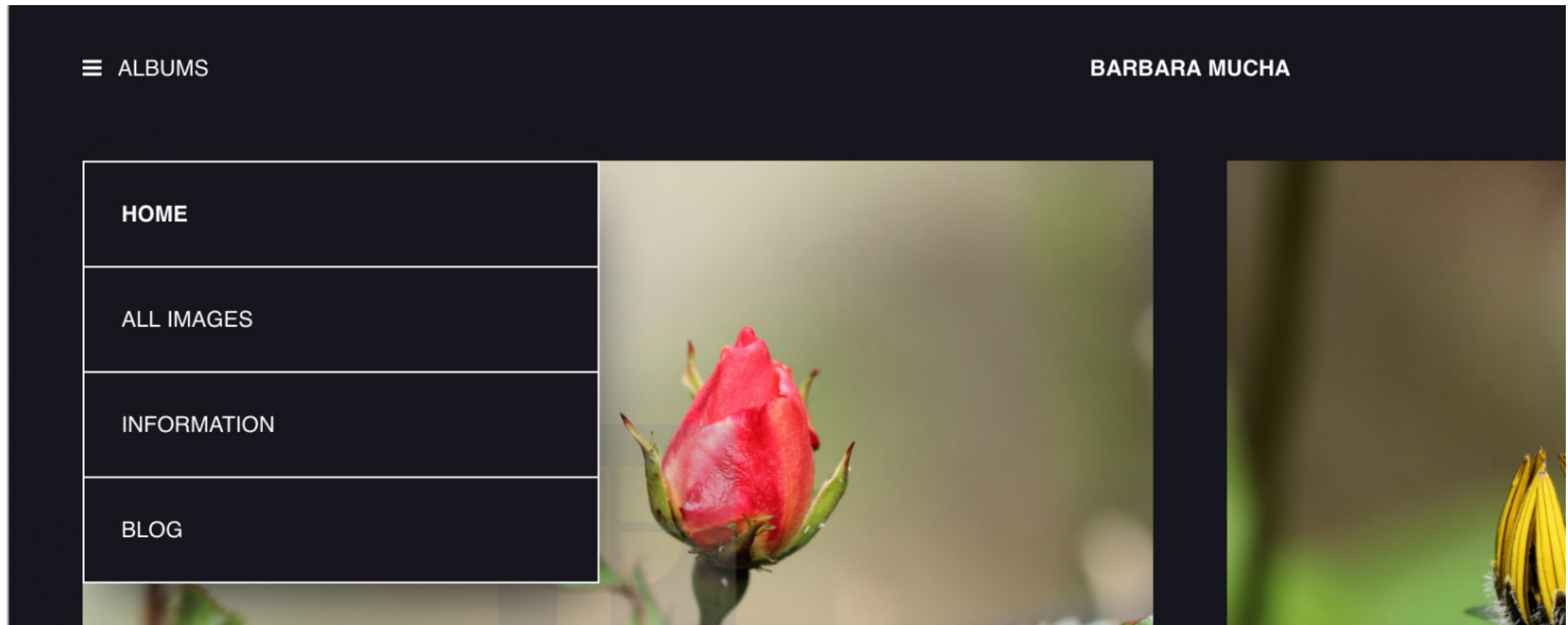
To add custom links to your Store menu, go to the **‘Header & Navigation’** section of Store Settings.

Under the **‘Header Menu’** section, you can add more links by clicking **‘Add Link’**. Here, enter the full URL (web address) of the link you would like to add (for example <https://example.blog.com>) and you can also enter a custom title for the link which will appear on your Store menu

(for example ‘Blog’) or you can enter the title of how you want your link to appear.

Selecting the option **‘Open in new tab’** will open the linked page on a new tab of the user’s web browser, so your Picfair Store page will remain on the user’s web browser when they click on one of your custom links.

From this section, you can also edit and delete your custom links at any time.





## 4.9 CUSTOM PRINT COMMISSION

### 4.9.1 *What is a custom print commission?*

A custom print commission is an additional rate of commission on top of your selling price that you can set for your images when they are sold as giclée, canvas or framed prints on both your Store and on the Picfair marketplace. This is ideal for users wanting to differentiate between their prices for printed products and digital downloads.

### 4.9.2 *Adding a custom print commission to your images*

You can add a custom print commission by going to the **'Prints'** section of **'My Account'**.

Here, under the section **'Add Custom Print Commission'**, click the toggle switch to green, which will enable the option to set a percentage for your print commission. **Please note, this will increase the overall price of your printed products.**

In the box **'Your print commission'** you can enter a number to add the percentage of which you would like to increase your commission for printed products.

By setting a percentage in the **'Your print commission'** section, choosing an example product, and inputting the price of the image you are selling into the **'Sample Licence Price'** section, you will be able to work out exactly what you will receive when you make a sale.

To make any changes click **'save'**.

**Please note:** Custom print commissions will be applicable to your images both on your Store and also on our global marketplace.

## 4.10 LINKING YOUR SOCIAL MEDIA ACCOUNTS TO YOUR PLUS STORE

Sharing your Store is something we encourage all photographers to do! We find that a large number of image views come through social media so the more places you can get your images seen the better.

### 4.10.1 *Linking your Social Media accounts*

Linking your social media accounts to your Plus Store is a great way to increase your social media following by giving visitors to ability to view and connect with your social media accounts, and as a Plus user any link to your social media accounts will appear on the footer on every page of your Plus store. Linking your social media accounts also allows you to share your Store on your social media accounts in a few simple steps with Picfair's social media sharing tool.

To link your social media accounts go to '**My Account**' and click on '**My Account Details**' which will display the page with all of your account information from when you first joined Picfair. At

the bottom of this page you'll see fields where you can add your social media usernames for **Twitter**, **Facebook** and **Instagram**.

For Twitter and Instagram you can link your username for those accounts, for Facebook you can either link a Facebook Page, or your personal Facebook account by linking your personal account's username. Please note, for Facebook your username may be different to your display name and you can find your account's username via Facebook settings.

### 4.10.2 *Sharing your Store on your social media accounts*

On your '**Store Header**' you'll see the '**Share**' drop down menu on the right. Here you'll find links to share your Store on Facebook, Twitter, LinkedIn and Email. You can share your Store homepage, albums and individual images, and remember you can always copy any URL from your Store into your preferred social platforms. Visitors to your Store can also use these links to share your Store too!



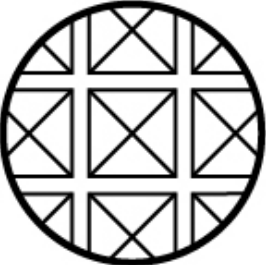
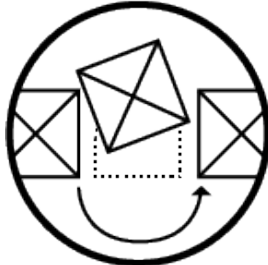


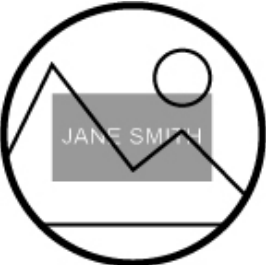
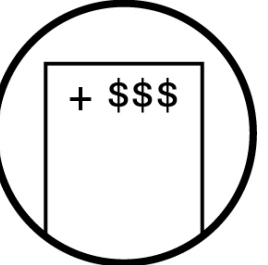
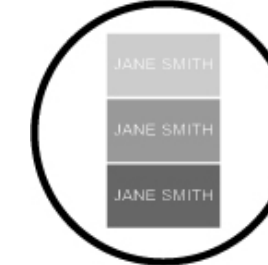

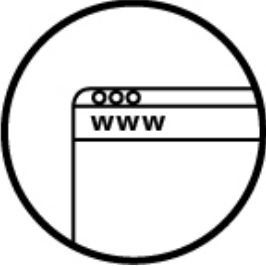
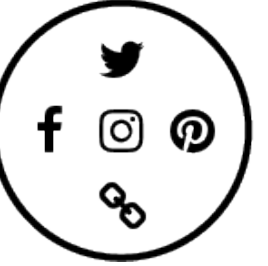

Please be aware there may be some limitations on how you can use certain social media platforms depending on what type of account you have. For example, Facebook will no longer let you share to a Facebook business account using Picfair's social share buttons. We try to be as flexible as we can, but please check with the social media platform if it's not working as you'd expect.

5. FREQUENTLY ASKED QUESTIONS

- What are all the features included with Picfair Plus?
- Where can I see information about my subscription?
- How are my images sold when someone buys them on my Plus Store?
- What exactly does ‘Image Licensing’ mean?
- What happens when my images are sold as printed products?
- How do I get paid when my images are sold?
- How can I cancel my Plus subscription?

5.1 What are all the features included with Picfair Plus?

Here’s an overview of what is included, and you’ll find these features explained in more detail in [Chapter 3](#) of this guide:

 <p>Multiple Store display options</p>	 <p>Customisable positioning of images on Store</p>	 <p>Albums in Store</p>	 <p>In-Store search functionality</p>
 <p>Create a stunning welcome page</p>	 <p>Custom print commissions</p>	 <p>Custom watermarks on your Store</p>	 <p>All Picfair branding removed</p>
 <p>Link a custom domain to your Store</p>	 <p>Link your social media profiles to your Store</p>	 <p>Guaranteed access to Picfair's FTP uploader</p>	



**Additional Picfair Plus benefits:**

<b>Guaranteed access to Picfair’s FTP uploader</b>	<i>Picfair’s FTP uploader is ideal for large image collections and Plus users have guaranteed access to the uploader. You can request FTP access directly from your account.</i>
<b>Immediate access to new Picfair features</b>	<i>Plus users get immediate access to all Picfair updates and new features</i>
<b>Immediate access to new Picfair features</b>	<i>All Picfair plus queries are prioritised with a dedicated Picfair Plus support team. You can get in touch with Picfair’s customer support team by emailing: <a href="mailto:plus@picfair.com">plus@picfair.com</a></i>

**5.2 Where can I see information about my subscription?**

You can view information on your Picfair Plus subscription by clicking on your username at the top right of any page on the Picfair website and selecting **‘Picfair Plus Settings’** Clicking through will bring up information on your subscription that includes information on your current subscription period, the Plus plan that you are subscribed to (monthly or annual), any discount codes that have been applied, the date of when your subscription will automatically renew, and how much you will be charged.

From this page, you can also see to detailed billing history for your Plus subscription and update your card payment information. You can also cancel your subscription altogether by clicking **‘Cancel your subscription’**.

**5.3 How are my images sold when someone buys them on my Plus Store?**

Images are purchased from your Store either as a digital download or a printed product, all images are sold under an image licence agreement.

5.4 What exactly does 'Image Licensing' mean?

When you use Picfair to sell your images, you are not selling your images outright (and you **always** keep the copyright to your photos), but are making them available to **license**.

Every time someone licenses your image, they are paying to **use your image according to a licensing agreement**, which stipulates exactly how the image can be used. Our licence agreements are legally-binding and are in place to protect your copyright.

Images purchased on Picfair are sold under three different licences, and they cannot be used in any other way outside of the licence agreement. Each image licence lists in detail how the images can be used if purchased with that licence. Below are the three licences and some examples of how images can be used. You can see a full detailed overview of our licences by going to <http://www.picfair.com/licences>.

Making your images available for licensing means you can make money from the same images multiple times, in multiple places, from multiple buyers. Many services, Picfair included, are non-exclusive, meaning you can maximise your earning potential.

Personal & Editorial	Commercial	Advertising
<div><div>—</div>Editorial use: print, online, and broadcast</div> <div><div>—</div>Personal use</div>	<div><div>—</div>Editorial use</div> <div><div>—</div>Personal use</div> <div><div>—</div>Promotional and marketing use</div> <div><div>—</div>Advertorial and social media use</div>	<div><div>—</div>Print advertising</div> <div><div>—</div>Out-of-home advertising, broadcast advertising</div> <div><div>—</div>Display advertising</div> <div><div>—</div>Merchandising and retail product packaging</div>



### ***5.5 What happens when my images are sold as printed products?***

When an image is purchased as a printed product from your Store or on our marketplace, the buyer will choose the type of print they would like to receive (Giclee print, canvas print or framed fine-art print) along with the size they would like it printed. They'll be asked for their shipping location and will receive confirmation and updates throughout the production and delivery process. Everything from the ordering, payment and shipping is managed by Picfair.

### ***5.6 How do I get paid when my images are sold?***

Upon making a sale, you'll receive an email letting you know and inviting you to cash-out your money.

At this point, we'll ask you for either a UK bank account (if you are based in the UK and if you wish to be paid via BACS,) or a PayPal email. All cash-out requests are made within 30 days of them being received.

### ***5.7 How can I cancel my Plus subscription?***

You can cancel your Picfair Plus subscription by going to '**Picfair Plus settings**' in the menu. This will bring up information on your Picfair Plus subscription, and here you will see the option to '**Cancel your subscription**'. If you cancel your Plus subscription, your account will revert to a free Picfair account, once your last subscription period ends, **and you will lose all Plus features on your Store**.

Once you have opted to cancel your subscription, this page will display the date you lose your Plus features and revert to a free account, but you can also choose to **resubscribe to Picfair Plus** at any time from this page.