



## Instructions for Data Exports and Automated File Updates (Ecommerce process)

**Initial Data Export** – The initial export of data should be a tab-delimited file with a field order that is the same as that of the direct link update process.

**Direct Link** – A direct URL link for updates is needed. The update script at this URL queries your database once per day to find records added or modified the previous day. It enables the stock photo search engine to gather and display all changes in your data within 48 hours, and to do so in a fully automated process with 99.9% accuracy. There are three options for conveying this daily update file:

- A persistent URL triggers the script, delivering in the window the tab delimited list. This can be secured by limited access to only our IP address.
- A daily script can be run on your servers. The resulting file is located at a specific FTP location on your servers from which we fetch the file.
- From that same daily script on your servers, the resulting file can then be “pushed” from your servers through your firewall to a specific FTP location on our servers.

The specifics for data export field names, order and content are as follows:

**Scripted Action** – A scripted action must be created to post a text file to a specific URL at your web site or ours for repetitive access by StockPhotoFinder. This must be a tab-delimited file that contains records in a specific field order for updates. The file must not contain any header information or “extra” text, only data for online search. (Ask us if you want to coordinate XML or API output).

**Daily 24 hour Update** – The file must be updated daily. In creating the file, your search query will find all records that were modified or added (and, if possible, deleted) for the 24 hour period from 12 midnight and one second yesterday until 11:59PM and 59 seconds yesterday.

**Hi-Res Deliverables** – There must be a repeatable, predictable, persistent URL path to deliverables that uses a “formula” that we can replicate from data delivered in the file name or the URL path to the thumbnail or preview. Deliverable URL’s are masked so that users do not know the source server or URL.

**URL To File** – The tab-delimited file, which overwrites itself daily, must then be accessible via a URL. It is recommended that access to this URL be limited to only the IP address of StockPhotoFinder servers, and that back up copies be automatically made of each daily update file before it is replaced by that of the subsequent day.

**Field Order** – An exact field order is required for the text export. If you do not have that field or it is empty, you must still leave a place holder for each field. The field sequence is as follows:

**Action**

Identify the action to be taken with this record when we receive it (required value list: “New”, “Modify”, “Delete”).

**Image URL**

The URL path to the thumbnail image. (If the action is “Delete”, this Image URL is the only required field.)

**Preview Image URL**

The URL path to the Preview/Detail image. (The image, not the preview page). We display this preview image on a page with licensing parameters when a user clicks on the thumbnail image.

**Image ID**

The unique identifier that is assigned to this image.

**Date of Event**

The date of the event. (Or, if event date is not available, enter the date the image was created or the date the file was created.) Required date format is YYYY-MM-DD (four-digit year – hyphen – two-digit month – hyphen – two-digit day).

**Caption**

Text description of the image. (The caption field must not contain paragraph returns, tabs or quotation marks.)

**Keywords**

This text field should contain any parameters that are to be searchable, each separated by a comma. Parameters might include keywords, orientation (“vertical”, “horizontal” or “square”), releases (“model-released” or “property-released”), subject categories or groupings, etc.. (The Keywords field must not contain paragraph returns, tabs or quotation marks.)

**Image Source**

Enter the name of your photo agency as one word with no spaces or other non-text characters. For example, if the agency name is “John Doe Stock”, enter “JohnDoeStock” or “DoeStock”. (If yours is a very large agency with many prominent suppliers, each with many images, then please contact us for instructions).

**License Type**

In commercial imagery, indicate if the image is rights-managed or royalty-free or subscription. Or, it can be an editorial image. (required value list: “rights-managed”, “royalty-free”, “subscription”, “editorial”)

Should you have any questions, please contact us at (212) 929-6965. We will be happy to work with you or your programmers to make this smooth and painless. Setting up the automated update process requires only a few hours. Thank you.

Randy Taylor  
rtaylor@stockphotofinder.com