

Dollar Photo Club expanding to 13 additional markets

Issued by [Fotolia](#)

25 Apr 2014

Already a multi-million dollar business since mid-January US launch



NEW YORK, USA: Dollar Photo Club will expand its disruptive "\$1, always" flat-rate offering to 13 additional countries. Launched in the US market in mid-January, it has already become a multi-million dollar business by offering 27 million high-resolution, royalty-free images for just a dollar each - unlike other major providers, which force customers to buy hard-to-understand credits and "use it or lose it" subscriptions.

Flat rate of \$1 an image, always

Aimed at ad agencies, publishers and designers, access to Dollar Photo Club is restricted to selected members to ensure top-quality service. The club costs \$10 a month with 10 images free, and every subsequent image only \$1 - with no upcharges for resolution or usage.

The club offers preferred customers, major buyers, and creative professionals access to premium content, special Dollar Photo Club promotions, as well as deals and promotions from selected partners.

Said Dollar Photo Club's CEO, Oleg Tscheltzoff, there is a need for simplicity within the stock photo industry. "Customers are tangled up in plans they don't need, use, or even understand. Pricing structures have become an unruly mess that needs to be scaled back and simplified for the benefit of customers - not for companies and shareholders."

Added Tscheltzoff, "The majority of subscription deals end up being wasted. That's why we created Dollar Photo Club, offering straight-forward access to over 27 million professional images for \$1 each, at one low monthly fee. Dollar Photo Club customers pay only for what they use, nothing more, and always just \$1."

Prospective members can apply by visiting the website: www.dollarphotoclub.com

About Dollar Photo Club

\$1 per image - that's the promise of Dollar Photo Club, a unique new venture from Fotolia. Dollar Photo Club cuts through every complex and expensive pricing model with one super simple offer - \$1 per image. Always \$1. Always high-resolution. Devised to suit the most creative, passionate and serious stock image users or ad agency professionals, Dollar Photo Club membership is strictly limited, requiring formal application and authentication. Only approved members can access the 27 million premium content images, and 150,000 more added each week, as well as select benefits and offers from high-value partners. Dollar Photo Club is available in 13 languages.



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