

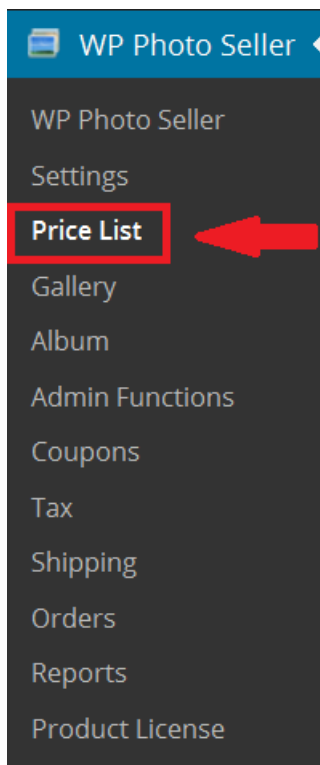
WP Photo Seller – How to Create a Price List

WP Photo Seller plugin allows you to create Price Lists for your Photo Galleries. You can either create one Price List and use it for all the galleries or create individual Price Lists for individual galleries. You can create as many Price Lists as you want.

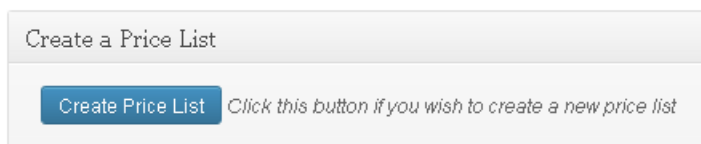
Price List allows you to configure Digital Variations (Dimensions, Sizes) for your Digital Photos/Images and also for the Prints and set prices to each variation.

To Create a Price List

Go to **WP Photo Seller** Main menu and click on **“Price List”**



Then click **“Create Price List”** from the **Price List Management Page**.



Inside **“Add/Edit Price List”** page next to **Price List Name** enter a name for the Price List.

Tax and Shipping

By default, Tax and Shipping Charge in the price list is set to not applicable but if you want to charge Tax and apply Shipping cost for your Prints then simply check the **“Yes”** box and configure them from the main Tax and Shipping Menu.

Add/Edit Price List

General Price List Settings

Price List Name:

Set the name of your price list

Tax and Shipping

Apply Tax:

 Yes No

Specify whether you wish to charge tax for your product

Apply Shipping:

 Yes No

Specify whether you wish to apply shipping for your physical prints

Save Price List

Click on **Save Price List** button to activate “**Digital Variation Settings**” and “**Physical Variation Settings**”.

Digital Variations

If you are selling Digital Photos/Images in various dimensions and charge them separately then configure the “Digital Variations Settings” section of the Price List. Based on the Ratios (0 to 1) you input, the plugin automatically changes the dimension of the original photo (digital copy).

For Example:

The Dimension for all the Photos you have uploaded are 2560x1446 but you want to sell them in 2 different sizes.

- **Full Size (Original Size) 1920x1080 for \$25**
- **Half Size 960x480 for \$15**

To do this you will need to add these two variations into the “**Digital Download Price Variations**” under “**Digital Variation Settings**” section of the Price List.

First enter the name of the first variation which is “**Full Size**” (You can name it anything) in the name field.

In **Photo Size/Ratio (%)**: field enter **1** (Enter a number between 0 to 1 to set the size/resolution ratio of your digital photo. For example: Full size = 1, half size = .5, quarter size = .25, etc)

Enter the **Price (\$)**: for “**Full Size**” single photo.

Enter the **Complete Gallery Price (\$)**: (**Optional**) Enter a value only if you want to allow your customers to buy the whole gallery.

Click on “**Add Digital Variation**”.

Digital Variation Settings

Add/Edit Digital Variations:

Digital Download Price Variations:

[+ More Info](#)

Name: *Set the name of your digital photo variation*

Photo Size/Ratio (%): *(Example: 1). Enter a number greater than 0 and less than or equal to 1. Full size = 1, half size = 0.5, quarter size = 0.25, etc*

Price (\$): *Represents the price of a single photo of this digital variation*

Complete Gallery Price (\$): *(Optional) Enter a value only if you want to allow your customers to purchase the whole gallery using this variation. By setting this value you can give your customers a discount on the whole gallery.*

Once you add the first variation it will appear in the variations list like below.

Currently Configured Digital Variations:		
Variation Name	Photo Size Ratio	Price
Full Size	1	25

1 item

Variation Name	Photo Size Ratio	Price
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1 item

To add the second variation of the digital photo;

Enter the name of the second variation which is **“Half Size”** (You can name it anything) in the name field.

In **Photo Size/Ratio (%)** enter **.5** (Enter a number between 0 to 1 to set the size/resolution ratio of your digital photo. For example: Full size = 1, half size = .5, quarter size = .25, etc).

Enter the **Price (\$)**: for the variation **“Half Size”** in the price field and click on **“Add Digital Variation”**.

Currently Configured Digital Variations:

2 items

Variation Name	Photo Size Ratio	Price
Full Size	1	25
Half Size	.5	15

2 items

You can add as many variations as you like for your digital photo.

If you are not selling Prints then simply save the **Price List** with the Digital Variations that you have just created. When you use the price list in your photo gallery, your customers will be able to choose the size (from the available options) that they want to purchase.

Select Quantity ✕



LANDSCAPE 3

Qty	Description	Price	Totals
<input type="text" value="0"/>	Digital : Full Size(1920x1080)	\$25	\$0
<input type="text" value="0"/>	Digital : Half Size(960x540)	\$15	\$0

Add To Cart
View Gallery

Physical Variations

To sell Photo prints you will need to configure “Physical Variation Settings” section in the Price List. If you are selling both Digital files and Prints together then configure the “Digital Variations Settings” section as well in the Price List as explained above.

Just like Digital Variations you can create variations for your Prints as well.

For Example:

You are selling Prints in two sizes:

- **Large Prints for \$50**
- **Small Prints for \$30**

To do this you will need to add these two variations in the “**Photo Prints Price Variations**” inside “**Physical Variation Settings**” section of the Price List.

Enter “**Large Prints**” (You can name it anything) in “**Print Size/Description**” field.

Enter the **Price (\$)**: for “**Large Prints**” single photo.

Enter a **Complete Gallery Price (\$)**: (**Optional**) Enter a value only if you want to allow your customers to buy the whole gallery.

Physical Variation Settings

Add/Edit Physical Variations:

Photo Prints Price Variations: [+ More Info](#)

Print Size/Description: *This is a descriptive s*

Price (\$): *Represents the price of a single photo for this*

Complete Gallery Price (\$): *(Optional) Enter a value only if you want to a the whole gallery using this variation. By setting this value yc*

Click on “**Add Physical Variation**” and the variation will be added to the table below.

Currently Configured Physical Variations:

1 item

Variation Name	Price
Large Prints	50

1 item

Now do the same for the second variation **Small Prints**.

Currently Configured Physical Variations:

2 items

Variation Name	Price
Large Prints	50
Small Prints	30

2 items

Click on **Save Price List** button.

Now your customers will have the choice to purchase both Digital Photos and the Prints of the same Image.

Select Quantity ✕



LANDSCAPE 3

Qty	Description	Price	Totals
<input type="text" value="0"/>	Digital : Full Size(1920x1080)	\$25	\$0
<input type="text" value="0"/>	Digital : Half Size(960x540)	\$15	\$0
<input type="text" value="0"/>	Large Prints	\$50	\$0
<input type="text" value="0"/>	Small Prints	\$30	\$0

[Add To Cart](#) [View Gallery](#)