

## Image pricing schedule July 2023

The National Museum of Australia processes image requests within 4 weeks where possible. A quote can be provided if requested.

The Museum reserves the right to refuse to license any image or to limit the use of any licensed image.

As part of obligations under the Museum's [First Nations cultural rights and engagement policy](#), if your request involves First Nations content the process may involve community/cultural clearance.

Where copyright is held externally, the Museum will need to see proof of copyright permission prior to providing an image.

All prices are in Australian dollars and exclude GST. GST will be included in the quote.

Any transaction or bank fees are the responsibility of the purchaser. Images will only be supplied on receipt of full payment.

## Services

### Photography

Costs will apply when a new image of a collection item is required (see table below). Additional photography charges may apply under some circumstances – for example, where objects must be moved from one store to another (freight) or contractors are used to meet a schedule.

A quote for photographic services will normally be provided prior to commencement of any work.

Photography fees are in addition to relevant supply and licence fees.

| Services and collection types                               |             | Standard service (4 weeks+) | Priority service (within 4 weeks) |
|---|-------------|-----------------------------|-----------------------------------|
| <b>Reprography</b><br>(reproduction of 2D works)            |             |                             |                                   |
| Unframed flat works, photographic slides and transparencies | Per object  | \$50                        | \$100                             |
| Small framed  | Per object  | \$75                        | \$150                             |
| Rolled/oversize works on paper                              | Per object  | \$100                       | \$200                             |
| Large framed  | Per object  | \$125                       | \$250                             |
| Bound works (page by page)                                  | Hourly rate | \$50/hr                     | \$100/hr                          |
| <b>Photography</b>  |             |                             |                                   |
| Small 2D or 3D object – 1 person handled                    | Per object  | \$75                        | \$150                             |

|   |             |                   |          |
|---|-------------|-------------------|----------|
| Large object – 2 person handled   | Hourly rate | \$150/hr          | \$300/hr |
| <b>Complex objects</b><br>where more than 2 people required to handle and/or assembly needed<br><b>Multipiece installation</b><br>Multiple objects to be captured within a photograph | Hourly rate | Enquire for quote |          |
| <b>3D capture (photogrammetry)</b>  | Hourly rate | Enquire for quote |          |

## Research

An hourly rate will apply for any requested search of our collection. The fee will be based on an estimate provided at the time of the request.

## Supply fees and image format

All images will be supplied in high resolution tiff or jpeg format at 300dpi, A4 size. Other resolutions are available on request.

\$75 per image (standard delivery time)

\$225 per image (5 business days turnaround, existing images only)

## Delivery

Images are delivered electronically via Microsoft SharePoint. Other delivery arrangements can be requested and may be subject to additional charges.

## Usage/licence fees

### Print media

#### Books print run less than 10,000 (non-exclusive editorial rights)

|                             | ¼ page | ½ page | Full page | Cover |
|-----------------------------|--------|--------|-----------|-------|
| One country, one language   | \$40   | \$50   | \$60      | \$200 |
| Australia and New Zealand   | \$55   | \$60   | \$80      | \$250 |
| World rights (one language) | \$80   | \$90   | \$110     | \$350 |
| World rights                | \$90   | \$100  | \$120     | \$400 |

#### Books print run greater than 10,000 (non-exclusive editorial rights)

|                             | ¼ page | ½ page | Full page | Cover |
|-----------------------------|--------|--------|-----------|-------|
| One country, one language   | \$100  | \$110  | \$120     | \$350 |
| Australia and New Zealand   | \$130  | \$150  | \$180     | \$450 |
| World rights (one language) | \$180  | \$200  | \$240     | \$600 |
| World rights                | \$200  | \$230  | \$270     | \$700 |

**Newspapers, periodicals, brochures, leaflets and magazines (non-exclusive editorial rights)**

| <b>Circulation</b> | <b>¼ page</b> | <b>½ page</b> | <b>Full page</b> | <b>Cover</b> |
|--------------------|---------------|---------------|------------------|--------------|
| Up to 4999         | \$20          | \$40          | \$85             | \$200        |
| 5000–19,999        | \$60          | \$80          | \$110            | \$250        |
| 20,000–49,999      | \$80          | \$100         | \$120            | \$350        |
| 50,000+            | \$100         | \$110         | \$140            | \$500        |

**Online use**

Images for web usage will be supplied at 1600 pixels.

| <b>Licensing period</b> | <b>0–3 months</b> | <b>3–6 months</b> | <b>6–12 months</b> | <b>1–2 years</b> | <b>in perpetuity</b> |
|-------------------------|-------------------|-------------------|--------------------|------------------|----------------------|
| Non-commercial          | \$35              | \$45              | \$55               | \$90             | \$210                |
| Commercial              | \$90              | \$115             | \$190              | \$200            | -                    |

**Social media use**

Licence for social media use is for single post only. Images for social media use will be supplied at 640 pixels.

|                | <b>Per use</b> |
|----------------|----------------|
| Non-commercial | \$35           |
| Commercial     | \$65           |

**eBook**

Licence for ebook use is one-off world rights.

|                | <b>Single internal</b> | <b>Cover</b> |
|----------------|------------------------|--------------|
| Up to 5 years  | \$100                  | \$400        |
| Up to 10 years | \$175                  | \$700        |

**Merchandise**

Merchandise includes calendars, diaries, greeting cards, postcards, produce packaging and labelling, album covers, placemats, posters and other decorative items, souvenir items (such as plates, mugs, etc) and wallpapers and fabrics.

Licence for merchandise is negotiated on an individual basis.

**Display/exhibition**

Licence for exhibition purposes includes all exhibition-related use: graphic panel (printed and digital), educational supplements and websites, audiovisual material on monitors and touchscreens, and review of the exhibition (printed and digital).

|  |       |
|--|-------|
| Long-term display (more than 12 months)  | \$350 |
| Short-term display (less than 12 months) | \$150 |

## Broadcasting/documentary/streaming services

Licence for use in a single production. The fees are the same for either standard or non-standard television and film, regional or network TV (including cable, satellite and streaming).

| Period of distribution    | 6 months | Up to 3 years | In perpetuity |
|---------------------------|----------|---------------|---------------|
| One country, one language | \$110    | \$190         | \$300         |
| Australia and New Zealand | \$175    | \$290         | \$350         |
| World rights              | \$250    | \$450         | \$750         |

## Summary guide to calculating image costs

| Services                           | Fees                             | Subtotal |
|------------------------------------|----------------------------------|----------|
| Photography                        | See table on page 1 and/or quote | \$       |
| Research                           | Based on estimate                | \$       |
| <b>Supply fees</b>                 |                                  |          |
| Standard                           | \$75                             | \$       |
| <b>Usage/licence fee</b>           |                                  |          |
| See table on page 2–3 and/or quote |                                  | \$       |
| <b>TOTAL</b>                       |                                  | \$       |

## Discount/fee waiver policy

The Museum reserves the right to apply a discount or waive a fee in relation to specific requests.

Organisations or individuals may request a discount or waiver of fees if their request falls into one of these categories:

- students or educational institutions for educational purposes
- non-profit or community organisations for strictly non-commercial\* use.

\* Non-commercial is defined as a not-for-profit or non-revenue-returning use.