

Pricing schedule as at December 2021

The National Museum of Australia processes image requests within four weeks, where possible. A quote for image use 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 Indigenous rights policy, if your request involves Indigenous 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.

Services

Photography

Photography costs apply only to collection items that currently **do not** have an existing image (see table below). Additional photography charges may apply under special circumstances where, for example, 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. Licensing charges may still apply.

Photographic service (per object)	Standard service (4 weeks+)	Priority service (within 4 weeks)
Rephotography 2D object (original size < A3)	\$50	\$75
Rephotography 2D object (original size > A3)	\$75	\$100
Collection photography Small 3D object	\$75	\$100
Collection photography Large 3D object	\$100	\$150

Research

A service fee will apply for any requested search of our collection images. 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. Other resolutions are available on request.

\$75 per image (standard delivery time)

\$225 per image (four-day turnaround, existing images only)

Delivery

Images are delivered electronically via Microsoft OneDrive. 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
Australia only	\$25	\$30	\$40	\$50
One country, one language	\$40	\$50	\$60	\$80
Australia and New Zealand	\$55	\$60	\$80	\$100
World rights (English)	\$80	\$90	\$110	\$150
World rights (all languages)	\$90	\$100	\$120	\$160

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

	¼ page	½ page	Full page	Cover
Australia only	\$100	\$110	\$120	\$150
One country, one language	\$110	\$120	\$150	\$200
Australia and New Zealand	\$130	\$150	\$180	\$220
World rights (English)	\$180	\$200	\$240	\$300
World rights (all languages)	\$200	\$230	\$270	\$350

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

Circulation	¼ page	½ page	Full page	Cover
Up to 4999	\$20	\$40	\$85	\$140
5000–19,999	\$60	\$80	\$110	\$180
20,000–49,999	\$80	\$100	\$120	\$220
50,000+	\$100	\$110	\$140	\$260

Brochures, leaflets and reports, including publication in CD-ROM format (non-exclusive editorial rights)

Circulation	Internal page	Cover
Up to 4999	\$100	\$150
5000+	\$150	\$200

Online use

Images for web usage will be supplied at 1600 pixels.

Licensing period	0–3 months	3–6 months	6–12 months	1–2 years	in perpetuity
Non-commercial	\$30	\$40	\$50	\$80	\$200
Commercial	\$80	\$110	\$175	\$200	-

Social media use

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

	Per use
Non-commercial	\$35
Commercial	\$60

eBook

Licence for eBook use is one-off world rights.

Up to 5 years	\$80
Up to 10 years	\$200

Merchandise

Merchandise includes calendars, diaries, greeting cards, postcards, telephone cards, produce packaging and labelling, CDs, CD-ROMs, cassette and album covers, placemats, posters and other decorative paper-based items, souvenir items (such as plates, mugs etc) and wallpapers and fabrics.

Licence for merchandise is negotiated on an individual basis but is generally 10 per cent of the recommended retail price acquitted for the whole production run at the time of signing the licence. For example, for use of an image on a mug that retails for \$10 with a production run of 500, a payment of \$500 would be made on signing the licence.

Display/exhibition

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

Long-term display (> 12 months)	\$350
Short-term display (< 12 months)	\$150
Online exhibition	\$150

Broadcasting/documentary

Licence for editorial broadcasting/documentary rights are for unlimited use. The fees are the same for either standard or non-standard television and film, regional or network TV (including cable and satellite).

	6 months	Up to 3 years	In perpetuity
Australia only	\$90	\$150	\$210
One country, one language	\$90	\$150	\$210
Australia and New Zealand	\$150	\$200	\$300
World rights	\$210	\$350	\$525

Audiovisual, slides, overheads, films

Category	Unlimited use for 2 years
In-house presentation (non-promotional)	\$80
In-house film/video (non-promotional)	\$140
Commercial presentation	\$140
Promotional film/video	\$310

Summary guide to calculating image costs

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

Discount/fee waiver policy

All fees are subject to negotiation. 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 they meet one of the following categories:

- students or an educational institution for educational purposes
- individuals for non-commercial personal/private use
- non-profit or community organisations for strictly non-commercial* use.

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