

Image Services & Permissions

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Effective: July 2005

## City of Victoria Archives Licencing Fee Schedule

### Bylaw 05-87

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Prepayment of fees is required. Fees are for **each** image unless otherwise indicated. All fees are for **single use** unless otherwise indicated. A volume discount of 15% is available for use of more than 10 images. Fees for all categories are doubled for images from **Special Collections** (including H.U. Knight, images of Emily Carr, and others). Any use of Archival images should recognize cultural and personal sensitivities and uphold the integrity of the original item. Taxes not included. **Fees subject to change.**

#### **Definitions:**

**Local:** refers to both the geographical areas of Victoria and Vancouver Island and to non-profit, educational, or self-published works created in and for the local market.

**Non profit:** is an organization that does not have a goal to make a profit, such as a registered charity, with an annual budget of less than \$100,000.

**Commercial:** connected with or engaged in or sponsored by or used in commerce or commercial enterprises.

**Display:** includes images placed on a wall or in a window of any building, business or institution to which the public has access and that enhances the public space in that building, business or institution.

**Educational:** being part of an educational program linked with a defined curriculum. Does **not** include text books or academic presses.

**Merchandise:** items for retail sales upon which images can be placed such as pens, t-shirts, banners, tins etc.

**Self-published:** works for which the author owns all the rights and has taken personal responsibility for printing, storing, marketing and distributing.

**Freelance:** writers who sell their articles to different print media without a long-term contract. This term is only used in the Magazine /Newspaper category.

**Books and CD-ROMs, DVDs**

Rights & Distribution	Print run	1 - 1000	1001 - 2500	2501 - 5000	5000 +
Local					
Victoria and Vancouver Island		\$15.00	\$20.00	\$25.00	\$30.00
British Columbia		\$25.00	\$35.00	\$45.00	\$60.00
Jacket/Covers		\$50.00	\$70.00	\$90.00	\$110.00
Reuse		50%	50%	50%	50%
Promotional use		+ \$25.00	+ \$30.00	+ \$35.00	+ \$40.00
Canada and the World					

Rights & Distribution	Print Run	1 - 2500	1 - 2500	2501 - 5000	5001-10,000	10,000 +
		Non-profit, educational, self-published*	All others			
Canada		\$30.00	\$35.00	\$50.00	\$70.00	\$100.00
North American or One Country - Single-Language		\$50.00	\$55.00	\$75.00	\$110.00	\$140.00
North American or One Country - Multi-Language		\$60.00	\$65.00	\$80.00	\$100.00	\$130.00
Worldwide - Single-Language		\$70.00	\$75.00	\$90.00	\$110.00	\$140.00
Worldwide - Multi-Language		\$80.00	\$85.00	\$100.00	\$120.00	\$150.00
Jacket/Covers		\$90.00	\$140.00	\$190.00	\$240.00	\$290.00
Reuse		75%	75%	75%	75%	75%
E-Books		+100%	+100%	+100%	+100%	+100%
Promotional use		+ \$40.00	+ \$45.00	+ \$60.00	+ \$80.00	+ \$110.00

\* If the print run for Non-profit, educational, self-published is greater than 2500 copies, the rate for all others apply

## **Magazines, Journals, and Newspapers**

Local		Circulation	1 - 9,000	9,000 - 45,000	45,000 +
Rights & Distribution					
Victoria and Vancouver Island			\$15.00	\$25.00	\$50.00
Freelance author			\$15.00	\$15.00	\$15.00
Jacket/Covers			\$30.00	\$50.00	\$85.00
On-line			+50%	+50%	+50%
Canada and the world			<b>Non-profit, Educational, Self published **</b>	<b>All other Magazines, Journals, and Newspapers</b>	
	Circulation	1 - 9,000	1 - 9,000	9,001 - 45,000	45,000 +
Rights & Distribution					
British Columbia		\$20.00	\$25.00	\$35.00	\$50.00
Canada		\$30.00	\$45.00	\$65.00	\$95.00
North American or One Country – Single-Language		\$50.00	\$65.00	\$85.00	\$115.00
North American or One Country – Multi-Language		\$60.00	\$75.00	\$95.00	\$125.00
Worldwide – Single Language		\$70.00	\$85.00	\$105.00	\$135.00
Worldwide – Multi-Language		\$80.00	\$95.00	\$115.00	\$145.00
Jacket/Covers		\$100.00	\$150.00	\$200.00	250.00
Online* use for Non-profit, Educational, Self published journals with circ. up to 9,000		+50%			
Online* use for all other magazines, journals & newspapers			+50%	+50%	+50%

\* This online (web) use fee is considered to be the same as a 1 year website licence fee.

\*\*If the circulation for non-profit, educational, self-published is greater than 9,000, the rate for all others apply

**Brochures, Flyers, Newsletters, Posters**

Local	\$15.00
Commercial	\$30.00
Reuse	50%

\* Organizations supported by the City may be exempt from fees in this category, but must still apply for permission

**Slide Shows/Computer Generated Image Presentations**

Local	\$15.00
Commercial	\$25.00
Reuse	50%

\* Organizations supported by the City may be exempt from fees in this category, but must still apply for permission

\*\*Educational includes academic and other conferences

Prices are for event not per image in this category

**Exhibition / Display**

	<b>0 - 1 year</b>	<b>1 - 5 years</b>	<b>Permanent</b>	<b>Traveling</b>
Local	\$15.00	\$20.00	\$40.00	\$50.00
Commercial				
Restaurant, coffee shop, Pub	\$30.00	\$60.00	\$90.00	
Hotel	\$40.00	\$80.00	\$120.00	
Bed & Breakfast	\$25.00	\$50.00	\$100.00	
Store interior	\$25.00	\$50.00	\$75.00	
Store window	\$40.00	\$80.00	\$120.00	
Business	\$40.00	\$80.00	\$120.00	
Business/office (no public access)	No charge			
Enlargements*	+ 75%	+ 75%	+ 75%	
Reuse	50%	50%	50%	

\* Enlargement is defined as any size larger than that which can be produced in-house (currently 11" x 14")

**Internet / Web Sites**

	<b>0 - 1 year</b>	<b>1-5 years</b>
Local	\$15.00	\$20.00
Local business	\$25.00	\$35.00
National / International	\$45.00	\$65.00
Personal websites (without advertising)	\$15.00	\$20.00
Personal websites (with advertising)	\$20.00	\$25.00
Reuse	25%	50%

**Merchandise**

	<b>1 - 2500</b>	<b>2501 - 5000</b>	<b>5001 +</b>
local organizations	\$200.00	\$300.00	\$400.00
Local business	\$250.00	\$350.00	\$450.00
National organization	\$300.00	\$400.00	\$500.00
National business	\$350.00	\$450.00	\$550.00
International organization	\$400.00	\$500.00	\$600.00
International business	\$500.00	\$600.00	\$700.00
Reuse	50%	50%	50%

## **Standard and Non-standard Television**

### **Broadcast**

	Broadcast	Broadcast w/ Home Video/DVD	Broadcast w/ All Media*
Commercial Television - Local	\$45.00	\$70.00	\$125.00
Commercial Television - National	\$70.00	\$100.00	\$150.00
Commercial Television - North America	\$95.00	\$125.00	\$175.00
Commercial Television - Worldwide	\$120.00	\$150.00	\$200.00
Public Television - Local	\$25.00	\$55.00	\$105.00
Public Television - North America	\$50.00	\$70.00	\$125.00
Public Television - Worldwide	\$75.00	\$100.00	\$155.00

\* All media includes home video/DVD, CD-ROM, additional languages, internet, and promotional use (press kits, brochures etc). Does not include use of images in re-editing, re-packaging, tie-in books, or CD booklets.

Licence applies for the life of the original broadcast

### **Theatrical / Non-Broadcast Documentaries**

Local film festival	\$30.00
Film festival	\$50.00
Feature Documentary (all media worldwide)	\$250.00
Non-Broadcast/Non-Theatrical*	\$35.00

Licence applies for the life of the project.

Prices do not include taxes.

All prices doubled for Special Collections -- including HU Knight (PR73), Emily Carr, and others.

\* i.e. Travelogue / adventure films