

TETAMORE *Tetamore*  
PHOTOGRAPHIC  
Creative. Professional. Photography.

**Image License Fees**

**Fee Schedule for Printed Publications and Web use of Images - Limited Rights**

<b><u>Category</u></b>	<b><u>Fee</u></b>
• Web Sites	\$50.00
• World Publication	\$250.00
• National	\$150.00
• Specialty Interest Publications	\$75.00
• Newspapers	
○ Large	\$175.00
○ Medium	\$125.00
○ Small	\$75.00
○ Local	\$50.00
• Newsletter	\$50.00
• Quarterly Reports-One Time Publications	\$50.00
• Poster/Banner	\$100.00
• Brochure/Flyer/Business Cards	\$50.00
• Promotional Items	\$50.00

**Definitions of use for categories**

**Web Page**

The image can be used on as many pages within the same web site without restrictions. Use of an image on a web page is granted for a period of one year. Image can be resized, cropped, contrast changed, hue or other items changed as needed to meet the needs of the page.

Credit must be given within the web site that the original image is copyrighted by Larry Tetamore. The notice does not have to be on the same page as the image. (Example: Some images used on this site are © Tetamore Photographic) with a link to [www.larrytetamore.com](http://www.larrytetamore.com).

## **World Publication**

A World Publication is any publication that is distributed to the general public that is distributed in general bookstores and newsstands throughout the world with print runs of over 200,000.

Examples would be Time, Readers Digest, Field and Stream, Le Monde, AOPA, Computer Shopper, Gameworld, PC Magazine, Internet World and so on.

## **National**

A national publication would be one that does not fall into the world category but shows up in bookstores and newsstands with print runs of less than 200,000 but more than 10,000.

A magazine distributed in only Oregon, Washington, Idaho would be classified as a national publication.

## **Specialty Interest Publications**

This would be magazines like RC Report, Military History Quarterly, or other low count scheduled national publications that must be subscribed to in order to be received. Generally print runs of less than 10,000.

## **Newspaper**

Figures calculated would be from the Audit Bureau of Circulation.

A large newspaper is defined as those that have a daily circulation of more than 100,000.

A medium newspaper is defined as those that have a daily circulation of less than 100,000 and more than 50,000.

A small newspaper is defined as those that have a daily circulation of less than 50,000 and more than 10,000.

A local newspaper is defined as any scheduled publication (daily, weekly, bi-weekly) that has a circulation of less than 10,000.

## **Quarterly Reports - One Time Publications**

Images are licensed for use only in that single printing.

If a publication, like a corporate quarterly report, is published to the web site then an additional \$10 is incurred.

## **Brochure / Flyer / Business Cards – Promotional Items**

This would include tri-fold brochures, single sheet flyers, business cards and other similar style items.

Promotional Items would be Coffee Cups, Mugs, Drinkware, Coasters, Stadium Cups and Can Holders Travel Mugs & Tumblers, Water Bottles and Sport Bottles and similar style items.

You will have use of the image as long as you want to use it (no renewal fee) for that particular publication/item.

If a single image is to be used on more than one different promotional item the image license fee will be applied to each item.

### **Permanent Image Rights**

Permanent ownership of an image is granted on a case by case basis and is subject to negotiation. Base price to permanently own an image is \$500.

*Prices as of 01-01-2020 / Subject to change*