

**Image supply**

**General terms and conditions**

- Digital image supply fee will be an additional £15 to the reproduction fee
- VAT is added to all UK orders; EU customers can have VAT costs waived on receipt of VAT code.
- New and special photography can be arranged, but will incur additional fees
- Small publications (under 1000 copies) and educational publications incur 50% discount
- Very small print runs (200 copies or under) – reproduction fee waived.
- 50% of initial fee for re-use rights.
- Discount for bulk supply of material (only if no other discount applies)

Images	Discount
5-9	5%
10-19	10%
20-50	15%
50+	20%

**Fees**

**Personal Use Photographic Prints –ordered from NMNI website (additional options in ART UK shop)**

Size (cm)	Fee £
20cm x 25cm	10.79 – (12.95 with VAT)
40cm x 50cm	24.96 – (29.95 with VAT)

Postage and packing at cost if applicable.

Some print sizes may vary depending on the original format dimensions.

**Public Display**

Size	Fee £
Up to 0.5m <sup>2</sup> - 5 years	150.00
Over 0.5m <sup>2</sup> - 5 years	250.00

Short term – one month exhibition only; 50% discount applicable

Extension to 10 years available on request.

**Editorial use – Printed and eBook**

**Book Publishing – Editorial (including Journals, Newspapers & Magazines)**

Rights	¼ page Print or eBook only	¼ page Joint licence for Print and eBook	½ page Print or eBook only	½ page Joint licence for Print and eBook	Full page Print or eBook only	Full page Joint licence for Print and eBook	Cover Print or eBook only	Cover Joint licence for Print and eBook
Single language & single country (EU counts as one country)	£ 50	£ 60	£ 60	£ 72	£100	£ 120	£185	£222
EU multi language	£ 65	£ 78	£ 70	£ 84	£105	£ 126	£200	£240
North America single language	£ 65	£ 78	£ 70	£ 84	£105	£ 126	£200	£240
UK-ROI & Commonwealth (excluding Canada)	£ 70	£ 84	£ 75	£ 90	£115	£ 138	£225	£270
Worldwide single language	£ 80	£ 96	£ 90	£108	£120	£ 144	£250	£300
Worldwide multi language	£120	£ 144	£140	£ 168	£160	£ 192	£300	£360

Additional information:

Composite covers - 20% discount for each image

Wraparound cover or product packaging - add 25%

## COMMERCIAL

All prices exclude VAT

### Calendars/Postcards/Greeting Cards/Fliers

Rights (Print Run)	2,000	5,000	7,500	10,000	20,000
Up to A4 -UK	£200	£225	£250	£270	£300
Up to A4 - World	£225	£250	£275	£300	£325
Over A4 UK	£230	£260	£290	£325	£350
Over A4 World	£245	£275	£300	£325	£360

Additional information:

Cover – add 50% (waivered if over 6 images purchased for single calendar)

Corporate Calendars – add 25%

### Posters/Fine Art Prints

Print- run/Size	A4	A3	A2	A1
Up to 1,000	£200	£250	£300	£325
Up to 5,000	£275	£325	£350	£400
Over 5,000	£325	£400	£450	£500
Over 10,000	£425	£475	£550	£600

Additional information:

Limit rights to 2 years

Advertising Poster – display price based in size plus fine art print price (A4 size based on quantity).

## ADVERTISING

### Newspapers / Magazines

Insertions						
Size of Advert	1 <sup>st</sup> insert	2 <sup>nd</sup> insert	3-5 inserts	6-12 inserts	13-25 inserts	26+ inserts
Up to ¼ page	£200	£150	£100	£70	£50	£45
Up to ½ page	£225	£175	£125	£85	£60	£50
Up to ¾ page	£250	£200	£140	£100	£70	£55
Up to full page	£275	£225	£155	£115	£80	£65

**National Museums NI**

Cultra, Holywood, Northern Ireland, BT18 0EU

**T:** 0845 608 0000 **W:** nmni.com

**Reports / Brochures**

Rights	Under 1,000	1,000-3,000	Over 3,000
Cover	£300	£350	£400
Full page	£135	£175	£240
½ page	£105	£125	£185
¼ page	£ 75	£95	£145

**Web/social media (use of still image online)**

Duration	Homepage	Major	Minor	Banner
1 year	£100	£70	£ 60	£ 50
5 years	£200	£100	£ 90	£80
10 year	£225	£130	£110	£100

**Broadcast use (TV, Digital broadcast, streaming, DVD)**

Territory	Duration	Fee £
Single Language, Single Country	5 years	200.00
	10 years	300.00
	In perpetuity	750.00

Worldwide, Single Language	5 years	250.00
	10 years	475.00
	In perpetuity	1000.00

Worldwide/Multi Language	5 years	250.00
	10 years	475.00
	In perpetuity	1500.00

The fee will include the following rights:

- Unlimited transmissions on the specified one channel (including digital channels e.g. BBC4)
- Digital broadcast and streaming rights – (for the timer period licenced for the specific programme including BBC iPlayer and other ‘on demand’ services).
- Promotional use referring to trailers shown prior to the transmission of the programme. They would normally consist of a short montage of sequences which, on occasion, may feature an archive image.

For your clarification: upon download of the programme, it can remain on the users’ hardware until first accessed or 13 weeks from download, whichever is sooner, then the user has 60 days to view the programme after which the programme expires.

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## **Product Licencing**

We are delighted to discuss any licencing enquiries and can negotiate contracts for commercial licenses for an upfront fee, please see the fees charges above or on a royalty basis.

Our rates for royalties, should be payable every quarter unless negotiated otherwise.

If you would like to discuss any licencing opportunities with National Museums Northern Ireland please contact on +44 (0)28 9039 5091 or [picture.library@nmni.com](mailto:picture.library@nmni.com)