

# NEW PHOTOGRAPHY AND IMAGE LICENSING GUIDE

## Finding images

The easiest way to find images from Shakespeare Birthplace Trust collection objects is to search the 'Shakespeare Birthplace Trust Images' website or on the 'Discover Shakespeare' online catalogue: <http://collections.shakespeare.org.uk/> .

If you are viewing an item on the catalogue with an image which has a 'download' button next to the catalogue record, you can download the image of the item under a Creative Commons CC-BY-NC-ND 4.0 license. This means you can download the low resolution file for free of charge providing you are not using the image for commercial use. Please make sure you acknowledge the source of the image with the credit line indicated on the catalogue record.

Where the download button isn't indicated, the image can't be used without prior permission, so please contact us at [images@shakespeare.org.uk](mailto:images@shakespeare.org.uk) to enquire about the possibility of obtaining images of this material.

We're working on creating and uploading new images of our collection so some records don't have images yet. If the material you're looking for doesn't have images, it may also be that we do have images, but we're unable to display them on the website. **If we don't have digitised images of the item(s), you can request new photography, for which there is a fee (per image).**

## Our Collections and the Reading Room

The Shakespeare Birthplace Trust cares for over one million museum, library and archive items. The reading room team may be able to help you with any queries you might have about our collection items. To contact our reading room team you can either email [collections@shakespeare.org.uk](mailto:collections@shakespeare.org.uk), or visit the library and archive reading room in person (Tuesday-Friday: 10.00-16.30; Saturday: 09.30-12.30).

## Requesting New Photography

Once you've found an item in our collection for which you would like to request new photography, please see our Image Supply Order Form for more details. Requesting new photography does **not** give you permission to license your image commercially. For this the image needs to be licensed. Please see below.

## Image Licensing

If you require an image(s) that **isn't** for personal use or private study you will have to fill out the Reproduction Application section of the Image Supply Order Form to license the image(s) you've requested. (Please see the scale of reproduction fees). We may also ask you to fill out the Requesting New Photography section of the form if we don't have the item digitised to a high resolution for commercial standards. Please note that there will be a new digitisation fee for new photography.

## RSC Images

We care for the archive and library of the Royal Shakespeare Company but we don't hold the copyright for all of the RSC collection. For more information on licensing RSC images, please contact [images@rsc.org.uk](mailto:images@rsc.org.uk) or view <https://www.rsc.org.uk/image-licensing>

## Licensing Fees: scale of charges

Please note that the chart below refers to image licensing only, an extra charge of £25 plus VAT per image will apply if you require **new digitisation**.

- All fees are for one-time non-exclusive use only
- Fees are in pounds sterling, per image
- VAT at 20% will be charged, where applicable, in addition to these fees
- A 20% discount (on the total licensing fee) applies when five or more images are licensed concurrently.

### BOOKS, EBOOKS, NEWSPAPERS, JOURNALS, EJOURNALS

- Price per image, per title, regardless of number of formats.
- Book publishing licences last for ten years.
- Digital publishing licences last for ten years.
- Newspaper licences last for one year.
- Reprint permission must be applied for separately. Full standard fees apply.

PRINT RUN	Inside publication (Base fee)	Front cover of publication (Base fee)
Up to 500	£30	£60
Over 500, up to 3000	£50	£100
Over 3000	£100	£200

Additional charge if image appears as FULL PAGE	50% of base fee
Additional charge if more than one COUNTRY or EU	25% of base fee
Additional charge if more than one LANGUAGE	50% of base fee

Feel free to use the 'Quick Licence Fee Calculator' at the link below to help calculate your fees:

[https://docs.google.com/forms/d/e/1FAIpQLSdYfSA-HRIwRIfcleMAHYIEe5vQLV8BjEsfIX-ffoC28YsnYA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdYfSA-HRIwRIfcleMAHYIEe5vQLV8BjEsfIX-ffoC28YsnYA/viewform?usp=sf_link)

## TELEVISION, FILM

- Prices per image

Flash broadcast (up to 10 seconds)	One country (or EU)	World
Up to seven years, one programme (multiple transmissions, including on-demand services)	£100	£250

## WEBSITES, APPS, ONLINE COURSES

- Prices per image

Up to seven years, with archive and copyright credit line	£150
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## EXHIBITIONS

- Prices per image

Duration	Free entry	Paid entry
Temporary exhibitions (up to 12 months)	£25	£75
Permanent exhibitions (over 12 months)	£50	£150

The use of the licensed image in marketing leaflets/fliers, used expressly to promote the exhibition concerned, is covered by these fees. Any other usage, e.g. website or published catalogues, must be applied for separately. Full standard fees apply.

## IN PERPETUITY

- For licences in perpetuity, all fees will be plus 100%