

## PUBLIC GALLERIES, MUSEUMS AND CULTURAL ORGANISATIONS

Fee schedule applies to Not-For-Profit galleries, museums and organisations with a cultural remit

### 1. Prices for Publications

#### 1.1 Printed Publications

Print Run	IRL & EEA		WORLDWIDE	
	Editorial Content	Front Cover	Editorial Content	Front Cover
up to 1,000	€29	€75	€46	€150
1,001-3,000	€41	€92	€69	€184
3,001-5,000	€52	€121	€83	€242
5,001-10,000	€55	€154	€104	€308
10,001-15,000	€61	€163	€110	€327
15,001-20,000	€64	€182	€122	€363
20,001-30,000	€75	€205	€129	€409
30,001-50,000	€83	€223	€150	€446
50,001-80,000	€92	€242	€166	€483

Licence fee reduced by 20% for catalogues which are distributed **free of charge**

Images used on rear cover are charged at 80% of the front cover fee

Prints of previously licensed copies can be extended during the first two years of the term of your licence.

No additional charge will be made where the additional copies printed fall within the same print run bracket.

Licences have a term of five years

#### DISCOUNT STRUCTURE

1-4 reproductions	0%
5-10 reproductions	20%
11-30 reproductions	30%
31-60 reproductions	40%
61+ reproductions	50%

### 1.2 E-Publications

Prices set in consultation with IVARO

### 1.3 Monography

Licence prices for monographs are calculated on a royalty basis, or a percentage of the retail selling price multiplied by the print run.

The royalty rate is subject to agreement with us on behalf of the relevant artist.

Generally the licence fee would be minimum of 5% of retail or up to 10% of the whole sales price

## 2. Prices for information, communication and promotional material

### 2.1 Marketing Literature

**Includes items such as Leaflets, Brochures and Flyers, Invitations, Educational Packs, Literature promoting exhibitions**

**when distributed free of charge**

Price per artwork, per use (up to 10,000 copies):

Editorial	€69
Front cover	€81
Price per artwork, per use (more than 10,000 copies):	
Editorial	€86
Front cover	€98
Discount structure per number of reproductions:	
0-3	0%
4-7	25%
8-12	35%
13+	45%

Where any of the above are made available to the public for a fee, these uses will be charged at double the above rate  
If using the image a second time as a thumbnail in the same publication, add 10%

## 2.2 Newspapers and Magazines adverts

Notices and advertisements in newspapers/magazines etc

Print Run	Regional		National		International	
	Editorial Content	Front Cover	Editorial Content	Front Cover	Editorial Content	Front Cover
1/4 Page or less	€46	€115	€69	€173	€104	€259

1/2 Page or less	€63	€138	€98	€219	€144	€362
Full Page	€92	€207	€155	€351	€230	€575

Prices are per work per use and are irrespective of print run

Licence is for term of 1 year

### 2.3 Outdoor Promotion (on the premises)

#### Posters\*

Print run up to	Image format	Up to A4	Up to A3	Up to A2	Up to A1	A0	larger (up to 2m <sup>2</sup> )*
10		30	50	80	140	200	300
100		68	109	171	290	387	463
250		151	239	385	653	869	1.043
500		267	453	684	1.162	1.546	1.853
1000		469	794	1.196	2.031	2.701	3.241
2000		840	1.423	2.146	3.649	4.855	5.825
3000		1.122	1.903	2.872	4.882	6.503	7.794
per every additional 1.000		261	440	664	1.129	1.484	1.788

\* Posters must not be for sale and must contain exhibition/event details, such as title dates and opening hours to qualify for these rates

#### Banners & Flags (On the Premises)

	Price per work per use	Example
Up to 5	€50	
6 to 10	€40	
11 to 20	€30	13 banners = €390
21 to 50	€20	

51 + Please contact us

## 2.4 Outdoor Promtotion (off the premises)

Advertising and outdoor promotion off your premises, such as posters on public transport, signage on telephone boxes or billboards

	Price per work per use	Example
Up to 5	€58	
6 to 10	€52	
11 to 20	€46	13 posters = €520
21 to 50	€37	
51 +	Please contact us	

\* For promotional use IVARO reserves the right to adjust the price according to the level of exposure

\* Posters must not be for sale and must contain exhibition/event details, such as title dates and opening hours to qualify for these rates

## 3 Merchandise

The price of a licence to use copyright artworks on merchandising is worked out according to an agreed percentage of the retail or wholesale price, multiplied by the number of items being produced.

For museums, percentage rates are usually 5 - 10% of retail price or 10 - 15% of wholesale price but are subject to agreement by the artist.

An estimated price will be quoted on application, and confirmed once the artist(s) in question has agreed to the use.

The price applies to any merchandise distributed in the EEA and worldwide.

It is not always practical to set up a royalty arrangement where the total licence price is less than €2,500

and in these cases the fee will be payable upfront

An advance payment of 25% of the total price followed by twice-yearly sales reports can be agreed for higher value licences

and those where quantities are being produced in batches over a longer period

### 3.1 Fine Art Prints

10% of retail sales price

### 3. Greeting Cards & Postcards

% of retail selling price as outlined below or 0.08 c per card, which ever is higher

Minimum invoice amount is €40.00

Print Run Up to	Size Up to A5	
250		10%
500		9%
1,000		8%
2,500		7%
5,001 or more		6%

If the size is larger than A5 then the licence fee is 10% regardless of size of print run.

#### Discount structure for greeting cards / postcards

1 – 5 images	0%
6 - 10 images	5%
11 - 20 images	10%
21 +	15%

### 4. Calendars and Diaries Offered For Sale

Print Run	Size
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Up to	Up to A5	Larger than A5	A4 or Larger	
1000		115	132	152
2000		132	153	175
3000		150	173	198
4000		167	192	220
5000		184	212	244
7500		201	231	265
10000		230	265	305
25000		345	397	457

Discount of 20% on the above rates for daily calendars and diaries (i.e with a date per page) and 10% for weekly calendars (i.e with a week per page)

There is a 100% surcharge if the image is used on the cover of the calendar

If a reproduction appears on both the cover and an inside page the fee for the inside reproduction is reduced by 50%

Discount of 20% for Calendars and Diaries which are distributed free of charge.

Where IVARO represents all of the artists the licence fee will be based on a percentage of the retail sales price.

Thumbnail images are charged at 10% of the above rates.

#### Discount structure for calendars

1 – 4 images	0%
5 – 8 images	10%
9 – 12 images	20%
13 + images	30%

#### 4. Prices for Digital Uses

##### 4.1 Internet

Fees for website publication of still images made available to the public without charge

Internal Page	Home page
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> 6 Months €17	> 6 Months €23
6 months to 1 Year €3	> 1 Year Licence €46
1 to 2 Year Licence €5	> 2 Year Licence €86

Discount structure for website publication

1 – 10 images	0%
11 – 50 images	5%
51 – 100 images	10%
101 – 500 images	15%
501 – 1000 images	20%
1001 + images	30%

Where digital products are made available to the public for a fee, these uses will be charged at double the above rate.

#### 4.2 In-house multi-media tour guides, displays, touch screens and e-bulletins

Annual price per work	€35
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#### 4.3 Digital Multi Use Annual Licence

An annual licence for museums making their collections available to the public online and inhouse

These rates are only available to cultural non-profit organisations that are licensing at least 25 images from their own collection

The following annual fee is payable in respect of each work reproduced:

No. of artworks	Price/work
25 - 100	€9
101-300	€8
301-500	€7



501-1,000	€6
1,001-3,000	€5
3,001-5,000	€4
5,001-10,000	€3
10,001 or more	by negotiation

**The fee is per work PER YEAR and covers the following multiple uses:**

- Museum website
- Museum hosted social media (not to include external sites such as Facebook, Twitter, Flickr etc)
- Intranet
- Touch Screens
- Display screens / Plasma screens
- Interactive Displays
- Handheld media tour-guides
- Digital Asset Management and Information Management Systems
- Virtual Learning Environments

#### **Conditions**

- Full list of images to be licensed must be forwarded in advance
- Images must not exceed 1536 pixels / 72 dpi
- Images must not appear on any third party websites
- This licence is for non-profit making uses only
- Minimum invoice fee is €200
- The licence only covers works in the museum's permanent collection or works loaned to the collection including works in a touring exhibition

#### **4.4 Digital Marketing and promotion**

Prices set in consultation with IVARO

#### 4.5 Image Banks

You need a licence to include copyright material in your image bank. It will give you the right to:  
Create photographic transparencies and/or digital copies for the purpose of renting or lending

Price per artistic work for 12 months	
up to 250	€4.50
251 - 500	€4.00
501-2,000	€3.50
2,001-5,000	€3.00
5,001-10,000	€2.50
10,001-20,000	€1.50

It is a condition of the licence that the clients of your image bank are directed to us to inform us of their project and if necessary clear copyright with us

#### 4.6 TV / FILM

Prices set in consultation with IVARO



