

Image Rights and Reproductions Fee Schedule

Thank you for your interest in images from The Strong. Image reproduction charges are the sum of two fees: Production (or Access) Fees and Use Fees. The Strong reserves the right to charge additional special fees depending upon the requested usage. All fees are subject to change.

COMMON QUESTIONS

What kinds of reproductions can The Strong provide?

The Strong is able to produce photographs of 3-D objects and scans of 2-D materials such as documents, photographs, artwork, trade catalogs, and other library and archival materials. The Strong can also provide digitized audio and moving images (such as content from VHS, Beta, and U-matic tapes), as well as video capture of video games. If outsourcing is required for a specific file format (such as 16mm film), a fee estimate from a local vendor will be given. (Please note: The Strong does not provide custom retouching services; images of historic materials may reveal scratches, abrasions, and other evidence of the age and condition of the originals.) The Strong is not responsible for determining the copyright status of the materials or for securing copyright authorization. Permission to use copies other than for private study, scholarship, or research requires the permission of the copyright holder.

Why does The Strong charge reproduction and/or permission fees?

Charging fees for reproduction helps to defray the cost of ongoing digitization activity. Digitization outside of planned museum workflow requires staff time, specialized equipment and software, and digital storage. Additional conservation and/or set-up fees may apply for new photography of oversized and three-dimensional objects. (The Strong retains the right to refuse new photography of materials due to condition and/or accessibility.)

I only want copies of materials for my own personal research. How much will that cost?

Researchers requesting photocopies or scans of library and archival materials for the purpose of private study, scholarship, or research will only need to pay the Production Fee indicated below. The Strong is not responsible for determining the copyright status of the materials or for securing copyright authorization. Permission to use copies other than for private study, scholarship, or research requires the permission of the copyright holder. Researchers must review and sign the museum's **Use of Collections Materials Agreement**. (If a user decides later on that they would like to request editorial print quality images for publication, that is a separate transaction and will require signing the **Image Use Agreement** form.)

What paperwork is involved to use museum images in a publication or broadcast?

Conditions governing the use of images provided by The Strong will be specified in a written contractual agreement generated by The Strong after the user reviews and signs the **Image Use Agreement** form. Rights granted are valid only upon The Strong's receipt of the signed agreement and payment of the amount specified in the agreement.

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What permissions are granted by the Image Use Agreement?

Permission will be granted for non-exclusive and—with the exception of unlimited use licenses—one-time, one-edition, English-language use. For broadcast, documentary, or internet-streamed content licenses, licensing includes all distribution media, except theatrical, for one production. Additional fees are required for re-use.

I want to request copies of files that I know are already digital. How does that work?

Users requesting born-digital or previously digitized files will bypass any production fees but will need to pay an access fee (significantly less than the original production fee). Permission to use copies other than for private study, scholarship, or research requires the permission of the copyright holder. The same Use fees apply.

How and when will I receive the files I order?

Reference scans and digital image files are delivered via a shared site or email, depending on the file size. (Grayscale reference photocopies will be provided only to on-site researchers upon request.) Standard turn-around time is 2–3 weeks from receipt of payment. Rush service may be available upon request for an additional charge.

Is there a discount for ordering bulk images for use in a publication or broadcast?

There is a 5% discount on Use Fees for orders of 10–20 images; 10% discount on Use Fees for orders of 21–30 images. Please contact us for rates regarding larger orders. All fees cited are in U.S. dollars.

PRODUCTION (OR ACCESS) FEES:

STILL IMAGE PRODUCTION FEES

For items requiring new photography or scans, the following Production Fees apply:

Grayscale Reference Photocopies/Scans—for research/personal use only (no additional Use Fee)		
Standard grayscale PDFs (up to 11"x 17")	\$10 minimum (up to 20 pages)	50 cents per additional page
Oversized grayscale PDFs (larger than 11"x 17" - up to 36" width)		\$10 per oversized grayscale image

Color Reference Scans/Images—for research/personal use only (no additional Use Fee)		
Editorial print quality .jpg file 300 dpi (at actual size) for 2-D objects or publications (up to 11" x 17")		\$10 per color image
Editorial print quality .jpg file 300 dpi (at actual size) for 2-D objects or publications (larger than 11"x 17" - up to 36" width)		\$25 per color image
Editorial print quality .jpg file 300 dpi (at actual size) for 3-D objects		\$25 per color image

Game Rules or Toy Instructions—for research/personal use only (no additional Use Fee)		
AGPI Members	\$5 minimum (up to 10 pages)	35 cents per additional page
Public	\$10 minimum (up to 20 pages)	50 cents per additional page

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PRODUCTION (OR ACCESS) FEES (continued):

Digital Image Files for Publication or Other Use (see also Use Fees below)	
Editorial print quality .jpg file 300 dpi (at actual size)	\$20 per image for 2-D objects or publications \$50 per image for 3-D objects
High-resolution .jpg file 600 dpi (at actual size)	\$50 per image for 2-D objects or publications \$100 per image for 3-D objects

AUDIOVISUAL FILE PRODUCTION FEES

For items requiring new digitization or video capture by The Strong, the following Production Fees apply:

Audiovisual Files for Publication or Other Use (see also Use Fees below)	
Audio access quality .mp3 file	\$50 each (up to 60 minutes of content)
Video access quality .mp4 file	\$150 each (up to 60 minutes of content)
Video capture of video games	\$150 each (up to 60 minutes of content); additional fees beyond 60 minutes may apply
Format requires outsourcing (e.g., 16mm film)	An estimate from a local vendor will be provided

EXISTING DIGITAL FILE ACCESS FEES

For items that are born-digital or have previously been digitized, the following Access Fees apply*:

Remote Access to Born-Digital or Pre-Digitized Files* (see also Use Fees below)		
Access single still images (e.g., .jpg, .png, 1-page PDF)	50 cents per single-item image file	50 cents per additional file
Access multi-page PDF (e.g., scanned file folder)	\$10 per multi-page PDF (up to 100 pages)	\$1 per additional 10 pages in PDF (beyond original 100 pages)
Access audio file (e.g., .mp3)	\$10 per single item audio file	\$10 per additional file
Access video file (e.g., .mp4)	\$20 per single item video file	\$20 per additional file
Video capture of video games file	\$20 per single item video capture file	\$20 per additional file

*Please note: There is no fee for digital access to materials for on-site researchers at The Strong. See also the **Digital Games Files Access Policy**, which states that some digital games files (including source code) are only accessible to on-site researchers in a read-only capacity, unless prior permission is received from the holder of the intellectual property rights.

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IMAGE USE FEES:

The below charts indicate pricing for use of images in text publications, video (broadcast, documentary, or internet-streamed content), and museum/exhibition use.

Publications (Text-Based)				
Commercial/For-Profit	Print Run 1–5,000	Print Run 5,001–50,000	Print Run 50,001–100,000	Print Run 100,001–500,000
Print: Single Country Rights (book, journal, calendar, etc.)	\$50	\$100	\$150	\$200
Print: World Rights (book, journal, calendar, etc.)	\$75	\$150	\$200	\$300
Electronic Rights (e-book, commercial website, etc.)	\$50	\$100	\$150	\$200
Publishing Bundle: Single Country Rights (includes print and electronic rights)	\$125	\$225	\$325	\$425
Publishing Bundle: World Rights (includes print and electronic rights)	\$150	\$250	\$350	\$450
Surcharge for cover/exterior use	+\$100	+\$150	+\$200	+\$250
Not-for-Profit <i>Proof of not-for-profit status required</i>	Print Run 1–5,000	Print Run 5,001–50,000	Print Run 50,001–100,000	Print Run 100,001–500,000
Dissertations	\$10	n/a	n/a	n/a
Print: Single Country Rights (book, journal, newspaper, calendar, etc.)	\$25	\$50	\$75	\$100
Print: World Rights (book, journal, newspaper, calendar, etc.)	\$50	\$100	\$150	\$200
Electronic Rights (e-book, commercial website, etc.)	\$25	\$50	\$75	\$100
Publishing Bundle: Single Country Rights (includes print and electronic rights)	\$75	\$125	\$175	\$225
Publishing Bundle: World Rights (includes print and electronic rights)	\$100	\$150	\$200	\$300
Surcharge for cover/exterior use	+\$50	+\$75	+\$100	+\$125

Broadcast, Documentary, or Internet-Streamed Content (Audiovisual)	
Photograph or still image	\$75 per image file

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Audio file	Production (OR access) fee + licensing fee of \$15 per second of audio
Video file	Production (OR access) fee + licensing fee of \$20 per second of video
Video capture of video games file	Production (OR access) fee + licensing fee of \$20 per second of video game capture

Other Display Use		
Museum / Exhibition Use	Not-for-Profit	Commercial
Exhibition (including exhibition video [not for broadcast, sale, or other distribution] and educational materials such as gallery guides, teachers' packets, etc.)	\$25	\$150
Promotional Use (including web)	\$25	\$150

Unlimited Use (All Media Types, In Perpetuity)		
	Commercial/For-Profit	Not-for-Profit Proof of not-for-profit status required
Photograph or still image	\$500 per image file	\$350 per image file
Audio file	Production (OR access) fee + licensing fee of \$30 per second of audio	Production (OR access) fee + licensing fee of \$25 per second of audio
Video file	Production (OR access) fee + licensing fee of \$40 per second of video	Production (OR access) fee + licensing fee of \$35 per second of video
Video capture of video games file	Production (OR access) fee + licensing fee of \$40 per second of video game capture	Production (OR access) fee + licensing fee of \$35 per second of video game capture

If you do not see your situation addressed here, please contact us. Image requests or questions about rights and reproductions can be directed to ImageUse@museumofplay.org.