

# Image Policy

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## Image and Reproduction

### Policy for Rights & Reproductions – Tom Lea Institute

In general, the Tom Lea Institute approves of scholarly, educational, and non-profit projects for use of images in the collection. Commercial projects are approved if they are educational or scholarly in nature. Each request is reviewed on a case-by-case basis.

All digital requests from the Tom Lea Institute's digital library must be in writing, either by email or mail. The letters should include contact information for the requesting organization or individual, as much detail about the digital image/artwork being requested as possible, the title, the type of image required, and the deadline for receiving the image.

The applicants will be notified of applicable fees, which will depend on their request, and on the type of image they require. A minimum two-week notice is required to process the request.

An invoice and the institute's *Request Form* must be prepared and sent to the applicant. Payment (by check or credit card) and the complete *Request Form* must be received prior to sending the image out (digital images are usually sent by an image transfer site).

### Contact

Mia E. Attel Melonas, [Collections@tomlea.net](mailto:Collections@tomlea.net)

Tom Lea Institute

300 E Main St Suite 205, El Paso, TX, 79901

# Tom Lea Institute

## Image Use/Reproduction Fees

### Books

Books include all non-textbooks publications, whether edited or single-author works, published by non-profit, University, or commercial presses.

Print Run	Non-Profit / University Press		Commercial	
	North America	Worldwide	North America	Worldwide
Under 5,000	\$ 25.00	\$ 50.00	\$ 50.00	\$ 75.00
5,001 to 20,000	\$ 50.00	\$ 75.00	\$ 75.00	\$ 100.00
20,001 to 50,000	\$ 75.00	\$ 100.00	\$ 100.00	\$ 125.00
50,001 to 100,000	\$ 150.00	\$ 200.00	\$ 200.00	\$ 225.00
Over 100,001	\$ 200.00	\$ 225.00	\$ 225.00	\$ 250.00

### Electronic and On-demand Publications

Includes print-on-demand publications, e-books and e-journals with no planned print run, as well as documents in any e-reader format (PDF, MOBI, EPUB) made available for download either for a per-unit price. For use of TLI images on the Web or in other Internet-based context, please see Website/Online use below.

	Non-Profit / University Press	Commercial
Up to 5,000 downloads	\$ 25.00	\$ 50.00
5,001 to 20,000 downloads	\$ 50.00	\$ 75.00
20,001 to 50,000 downloads	\$ 100.00	\$ 150.00
50,001 + downloads	\$ 150.00	\$ 200.00

### Periodicals (Journals, Magazines, and Newsletters)

Print Run	Non-Profit / University Press		Commercial	
	North America	Worldwide	North America	Worldwide
Under 50,000	\$ 0.00	\$ 0.00	\$ 25.00	\$ 50.00
50,001 to 100,000	\$ 25.00	\$ 50.00	\$ 50.00	\$ 75.00
Over 100,001	\$ 50.00	\$ 75.00	\$ 100.00	\$ 125.00

\*Image reproduction fee in both the electronic and print edition of the work are included.

## Textbook & Education Programs/Packages

Print Run	Print Only		Print/E-book		Multimedia Bundle*	
	North Am.	Worldwide	North Am.	Worldwide	North Am.	Worldwide
Up to 2,000	\$0.00	\$0.00	\$10.00	\$20.00	\$25.00	\$50.00
2,001 to 5,000	\$50.00	\$75.00	\$60.00	\$85.00	\$75.00	\$125.00
5,001 to 20,000	\$100.00	\$125.00	\$110.00	\$160.00	\$125.00	\$175.00
Over 20,000	\$150.00	\$175.00	\$160.00	\$200.00	\$175.00	\$225.00

\*Multimedia bundle includes print and e-booking usage, as well as the rights to include the image in any ancillary digital media materials (CD-ROM, DVD, etc.) and promotional materials for the specific product the image is being used for and for the current edition of the work only. Additional permission must be obtained for use of the image in all future editions of the work, for general advertising, or any further reasons.

## Cover Art

Print Run	Non-Profit / University Press		Commercial	
	North America	Worldwide	North America	Worldwide
Up to 2,000	\$ 25.00	\$ 50.00	\$ 50.00	\$ 75.00
2,001 to 5,000	\$ 50.00	\$ 75.00	\$ 75.00	\$ 100.00
5,001 to 20,000	\$ 100.00	\$ 150.00	\$ 200.00	\$ 250.00
Over 20,000	\$200.00	\$ 250.00	\$ 250.00	\$ 300.00

## Ephemera

Ephemera include posters, brochures, pamphlets, handouts, and other print materials of a less permanent nature than monographs, journals, magazines, or newsletters.

Print Run	Non-Profit/ University Press	Commercial
Under 5,000	\$ 25.00	\$ 50.00
5,001 to 20,000	\$ 50.00	\$ 75.00
20,001 to 50,000	\$ 100.00	\$ 150.00
50,001 to 100,000	\$ 150.00	\$ 200.00
Over 100,001	\$ 200.00	\$ 250.00

## Advertising

Use of Tom Lea Institute digital images in commercial and non-profit advertising is given on a case-by-case basis. Depending on the nature of the project, a fee will be negotiated within the following ranges:

Non-Profit/ University Press	Commercial
\$ 25.00 - \$ 200.00	\$ 50.00 - \$ 400.00

## Website/Online

This image use category is used for Web-accessible (non-subscription) databases, social networking sites, personal and professional Web pages, institutional Websites, and any other online platform *excluding* textbook components, Web video, and downloadable e-books and/or PDFs which have their own licensing categories.

Note that the use of images from the TLI website on other non-subscription (freely accessible) websites and in social media contexts does not require image use rights, provided the credit line "Courtesy of the Tom Lea Institute" is used and the user links back to the image on the TLI website. See Exempt Categories below.

Non-Profit	Commercial
\$ 25.00	\$ 50.00

## Film and Television

This licensing category is used for any audio-visual production which will be produced and disseminated via public showings (including in exhibitions), online, broadcast television, or DVD/video sales. The following fees apply:

Non-Profit	Commercial
\$ 25.00	\$ 50.00

The Tom Lea Institute grants television and film producers the following rights when licensing images: Worldwide broadcast standard and non-standard television, audio visual DVD/Home Video, and Internet, excluding packaging and advertising, for the life of the project.

If packaging and advertising rights are desired, Cover Art and/or Advertising fees may apply.

## Collection of U.S. Army Center of Military History

All artwork in the Collection of U.S. Army Center of Military History, Fort Belvoir, Virginia are charged a flat rate of **\$25.00 per image** regardless of print run, non-profit/university press or commercial as per agreement with the U.S. Army Center of Military History.

Collection of U.S. Army Center of Military History
\$ 25.00

## Exempt Categories

Use of TLI images exempt from image use fees include:

- Theses, dissertations, and other academic assignments that will not be widely distributed
- PowerPoint presentations, slideshows, & lectures
- Approved press requests.

Use of images from the TLI website on freely accessible (non-subscription) webpages and in the social media environment (blogs, Twitter, Facebook, etc.)

In all cases, the credit line "Courtesy of the Tom Lea Institute" should appear with the images. If the image was obtained from our website, a hyperlink to the origin of the image should be included where appropriate.

Formal use permission licenses for the above categories are not required but will be provided upon request.

#### **CONDITIONS FOR REPRODUCTION/PUBLICATION POLICY**

1. Written permission to reproduce/publish images must be secured from the Tom Lea Institute. Permission granted for one-time, one edition, at designated print run, at a domestic and worldwide use. As property of the Tom Lea Institute, all rights, including those of further reproduction and/or publication, are reserved in full by the Tom Lea Institute.
2. Digital reproductions should be made as faithful and accurate to the original as possible. Requests for adjustments (cropping, overprinting or bleeding the page edge) must be made in writing. Detail must be identified as such.
3. **Credit Line:** Proper credit is mandatory. Unless otherwise specified, reproductions must be credited as follows: **Name of artwork and details, Courtesy Palace of the Tom Lea Institute.**
4. Publishers shall furnish the Tom Lea Institute without charge one copy of each publication where reproduction appears.
5. Payment must be made in U.S. dollars at the time of order. Checks should be made payable to the Tom Lea Institute.

THE TOM LEA INSTITUTE GIVES NO EXCLUSIVE RIGHT TO ANY PUBLISHER, AUTHOR, OR PHOTOGRAPHER AND ASSUMES NO RESPONSIBILITY FOR DUPLICATION OF SUBJECTS BY OTHERS AND NO RESPONSIBILITY FOR CLAIMS BY THIRD PARTIES.

\* Documentation of non-profit status must be submitted with order, 501c3 document preferred.