



Walter J. Brown Media Archives & Peabody Awards Collection

University of Georgia, Main Library, Athens Ga. 30602
706.542.7360

Licensing fees:

The rates of usage of Media Archives material are listed below.

We charge \$100.00 per hour of content for newsfilm screeners.

Licensing fees

TERRITORY	MINIMUM	FIRST 60 SECONDS	EACH ADDITIONAL SECOND
Theatrical & Worldwide TV	\$ 1,100.00	\$ 55.00	\$ 36.00
Television (Worldwide)	800.00	42.00	28.00
Television (National)	725.00	37.00	25.00
Television (Local market)	675.00	30.00	20.00
Television (National PBS)	650.00	27.00	18.00
Television (Local PBS)	500.00	21.00	14.00
Home video/DVD (no broadcast/theatrical)	500.00	21.00	14.00
Commercials	500.00	21.00	14.00
Government, non-profit, corporate	500.00	21.00	14.00
Educational (film/video/CD/DVD)	400.00	19.00	13.00
Live presentation	400.00	19.00	13.00
Non-theatrical film (no TV)	350.00	18.00	12.00
Non-profit public service spot	300.00	15.00	10.00
Museum displays: for-profit	400.00	19.00	13.00
Museum displays: non-profit	325.00	19.00	13.00
One-time spot news coverage (local market only):	125.00	6.00	6.00

Screen credit must be given as follows: Television, Theatrical, Educational, Cable and similar productions will indicate one (or more) of the following credits (depending on the material used) at the beginning or end of the program as appropriate, size of credit in keeping with similar credits given to other agencies:

**The WSB Television Newsfilm Collection,
University of Georgia Libraries Media Archives and Peabody Awards Collection**
or

**The WALB Television Newsfilm Collection,
University of Georgia Libraries Media Archives and Peabody Awards Collection**
or

**Arnold Michaelis Library of Living History,
University of Georgia Libraries Media Archives and Peabody Awards Collection**
or

**Andrew Avery Collection,
University of Georgia Libraries Media Archives and Peabody Awards Collection**

News footage inserted into news programs will superimpose over the footage for a minimum of five (5) seconds the relevant credit in this format:

**WSB Television Newsfilm Collection
University of Georgia Libraries**

The footage supplied from the WSB Television Newsfilm Collection, the WALB Television Newsfilm Collection, the Arnold Michaelis Library of Living History, and the Home Movies collections at the Media Archives is without representation or warranties other than that of title. The licensee shall be solely responsible for obtaining any and all necessary clearances and/or waivers.