

## Licensing For Advertising Cheat Sheet

All artwork has information attached to it that tells you who owns the material (the copyright) and the terms under which you are allowed to use the material (licensing). This applies to photography, film, music, and illustration. Licensing for advertising is different than licensing for editorial use or fair use.

**Royalty free** images are a set price per the size of the image needed. This license allows you to use the image in any media for any length of time. In special circumstances such as using on products for resale, an enhanced license may be required.

**Rights managed** images are a price based on media and length of time. This is generally more expensive because you are getting sole usage for the set time period. Fewer stock sites these days deal with rights managed images.

**Free or Public Domain or Creative Commons** images can be free to use in any media for any amount of time depending on the license associated with it. Some images are free to use, but have caveats for advertising use.

### Original Photography

When we hire a photographer to shoot original artwork, that license is negotiated with the photographer. It could be based on media usage or time or both. Typically, our policy has been to ask the photographer for an “unlimited buyout” which protects us from trying to police images we hand over to clients or third parties. The photographer retains the copyright to the images and may use them for self-promotion, but we can then use the images in any media for any length of time.

### Music Licensing

Falls under the same categories as artwork – Royalty free, rights managed, free/public domain/CC or original.

### Talent Licensing

Professional actors or voice artists will typically charge licensing based on media and a set length of time.

### Talent Releases

A talent release is required for any original photography or film to be used in advertising. The person depicted (if they are recognizable) must sign a document stating we can use their likeness in advertising.

### Location Releases

If we are creating original photography or film, a location release may be needed if the property shown is part of the focus or a known landmark. Just like the model release, it gives us permission to use the location in advertising. It is signed by the property owner.

### Client Supplied Artwork

When a client supplies photography, film, music or illustration we should get confirmation from them that they have the appropriate releases and licensing to use the artwork.