



WISCONSIN
HISTORICAL
SOCIETY

816 State Street, Madison, WI 53706

Visual Materials Collections
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<http://www.wisconsinhistory.org/whi/>

Permission Request Form for Public Use of Images

Note: This form is to request permission only, Images must be ordered separately.

Terms of Use Image Use:

By signing below, you agree to these terms of use:

- 1) You acknowledge that permission is necessary for public use of the historical images. Fees are charged per image, per format, and include in-context promotion and worldwide use for the life of the project.
Permission fees are in addition to the cost of images.
- 2) You agree to pay the permission fees before using the image(s).
- 3) You will provide the following credit line when using images: Wisconsin Historical Society, WHI-(Image ID number).
- 4) I agree to request permission from the Wisconsin Historical Society before altering any image beyond standard cropping and resizing. The credit line must note the alteration.
- 5) You will not share images, use, or authorize others to use the images for any other purpose.
- 6) You understand the granting of permission to publish by the Wisconsin Historical Society does not absolve the end user from copyright liabilities. I will not hold the State of Wisconsin and the Wisconsin Historical Society liable for any damages stemming from my use of this content. This includes costs and expenses based on the violation of rights of ownership, infringement of copyright, invasion of the rights of privacy or laws of libel resulting from use of materials furnished.

Signature _____ Date _____

CUSTOMER INFORMATION

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Telephone _____

METHOD OF PAYMENT OF PERMISSION FEES

To pay by check please send this form and your check to Wisconsin Historical Society, Attn: Lisa Marine, 816 State Street, Room 407, Madison, WI 53706.

Lisa Marine can provide information about making a credit card payment.

PROJECT INFORMATION

Title of project _____

Author, editor, or director _____

Estimated date of image use _____
month / day / year

Non-profit # _____

FORMAT

Please check all that apply to your project.

- Publication TV Broadcast Video/DVD Sales Film
 Website Exhibit/Display
 Other Formats _____

PUBLISHER / PRODUCTION COMPANY/ USER INFORMATION, ETC.

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Telephone _____

DISTRIBUTION INFORMATION

Please check all that apply to your project.

Publication:

Cover Jacket Image ID # _____

Print Run/Circulation _____

Television:

Local

Network

IMAGE LIST

List the Image Title and ID# for each of the images you plan to use in your project:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Permission Fees for Public Use of Images

You must provide a state or federal non-profit identification number for non-profit projects to qualify for non-profit rates.

Print Media and E-Books

| Image Use | Commercial | Non-profit |
|---|----------------------|----------------------|
| Cover jacket surcharge | \$25 | \$10 |
| Circulation - 2,999 or fewer | \$25 | \$15 |
| Circulation - 3,000 to 29,999 | \$50 | \$35 |
| Circulation - 30,000 to 99,999 | \$100 | \$75 |
| Circulation - 100,000 to 199,999 | \$175 | \$100 |
| Circulation - 200,000 or more | Requires negotiation | Requires negotiation |

Other Media

| Image Use | Commercial | Non-profit |
|-----------------------------------|----------------------|----------------------|
| Merchandising | Requires negotiation | Requires negotiation |
| Display or Exhibit | \$30 | \$20 |
| Television - Local | \$75 | \$20 |
| Television - Network | \$150 | \$25 |
| Video, DVD, or Film | \$75 | \$20 |
| World Wide Web | \$50 | \$20 |
| Wisconsin Daily Newspapers | No fee | N/A |
| Other Daily Newspapers | \$20 | N/A |

Other Uses

| Image Use | Commercial | Non-profit |
|---------------------------------------|------------|------------|
| Other Non-profit Projects | N/A | \$20 |
| Wisconsin Historical Societies | N/A | No fee |
| Other Historical Societies | N/A | \$20 |