



WISCONSIN
HISTORICAL
SOCIETY

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Visual Materials Collections
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Permission Request Form for Public Use of Images

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

Terms of Image Use:

By signing below, you agree to these Terms of Use:

- 1) You acknowledge that permission is necessary for public use of historical images. Fees are charged per image, per format. In-context promotion and worldwide use in all languages for the life of the project is included in rights granted. **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) You 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. You will not hold the State of Wisconsin and the Wisconsin Historical Society liable for any damages stemming from your 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

Contact Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Telephone _____

METHOD OF PAYMENT OF PERMISSION FEES

The image licensing manager can provide a payment link to make a credit card payment.

Payment can be made by check after fees have been confirmed by the licensing manager, who can be reached at imagesales@wisconsinhistory.org.

PROJECT INFORMATION

Title of project: _____

Author, editor, or director: _____

Date(s) of image use: _____ Non-profit # _____

FORMAT

Please check all formats that apply to your project.

Publication _____ TV Broadcast _____ Video _____

Film _____

Website _____ Exhibit/Display _____ DVD _____

Social Media _____ Streaming _____ 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 Image ID number for each of the images you plan to use in your project:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Permission Fees Public Use of Images

Image Use	Commercial	Non-profit
Cover jacket surcharge	\$25	\$15
Circulation - 2,999 or fewer	\$30	\$20
Circulation - 3,000 to 9,999	\$55	\$35
Circulation – 10,000 to 29,999	\$75	\$55
Circulation - 30,000 to 99,999	\$125	\$75
Circulation - 100,000 to 199,999	\$185	\$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	\$35	\$20
Television - Local	\$80	\$20
Television - Network	\$175	\$25
Video, DVD, or Film	\$75	\$20
World Wide Web	\$50	\$20
Social Media	\$20	No Fee
News Media	No Fee	No Fee

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