

Georgia State Express Image Licensing

	Non-Commercial Use	Publishing Bundle	Broadcast Bundle	Marketing & Merchandise Bundle
Description	Single use non-exclusive license for patrons seeking to use images for educational, personal use, or decorative one-time use. These items will not be used for more than one purpose and will not be published for wide distribution via website, online or paper publication. Multi-use includes limited run publications by non-profits such as pamphlets, social media, exhibits, and websites.	Non-exclusive license for corporations or for-profit entities wishing to publish images in books, magazines, websites, and digital publications. This also includes single use of an image for print commercial purposes excluding marketing or promotion. Multi-use includes print/electronic publications, websites, and traveling exhibits.	Non-exclusive license for corporations or for-profit entities wishing to use an image, audio, or film/video clip) in a film, television, streaming video format (including YouTube, Vimeo, etc.) or other video broadcast in any language worldwide. This excludes using said image or clip for marketing or promotional purposes. Limited distribution constitutes a single use of licensed materials.	Non-exclusive license for corporations, independent companies, marketing firms and others wishing to use an image, audio, or film/video clip for marketing campaigns (print or digital), sales or other promotional activities. This includes selling memorabilia, clothing, and other merchandise that uses the image. Limited usage and distribution constitutes a single use.
Single Use	\$30 per image + cost recovery for digitization (if required)	\$75 per image + cost recovery for digitization (if required)	\$125 per image + cost recovery for digitization (if required)	\$200 per image + cost recovery for digitization (if required)
Multiple/Perpetual Use	\$75 per image + cost recovery for digitization (if required)	\$350 per image + cost recovery for digitization (if required)	\$700 per image + cost recovery for digitization (if required)	\$900 per imaged + cost recovery for digitization (if required)
Who qualifies	Individuals associated with an institution of higher education (or similar) conducting scholarly activities, an individual conducting personal research, a non-profit	Corporations, for-profit organizations, and others seeking to use the images for purposes outside of academic, scholarly, educational, or ornamental display purposes.	Corporations, for-profit organizations, and others seeking to use the images for purposes outside of academic, scholarly, educational, or ornamental display purposes.	Corporations, for-profit organizations, and others seeking to use the images for purposes outside of academic, scholarly, educational, or ornamental display purposes.

	organization, or a for-profit entity solely desiring ornamental display use of the image.			
Permitted Uses	Exhibits, displays, social media and publications by non-profit entities or for-profit entities which desire an image solely for ornamental display purposes at a specific site or physical location.	Use of the image in a publication in any standard print (physical and digital) format, including books, magazines, websites, and digital publications.	Use of the image in a film, TV, streaming video format (including YouTube, Vimeo, etc.), or other video broadcast in any language worldwide.	Use of the image for marketing campaigns (print or digital), sales or other promotional activities. This expressly includes selling memorabilia, clothing, and other merchandise that incorporates the image.
Commercial Uses	Not applicable. Non-exclusive license is limited to academic, scholarly, educational, or ornamental display purposes only.	Non-exclusive license includes the single use of an image for print commercial purposes excluding marketing or promotion.	Non-exclusive license includes the single use of an image (or film/video clip) for commercial purposes excluding marketing or promotion.	Non-exclusive license includes the use of the image (or film/video clip) for all commercial purposes.

Digitization Costs – as of July 2022, current digitization costs are a flat fee of \$25/image.

Other Cases – For corporate and for-profit partners interested in using images for multiple purposes or those who require a custom license to meet their needs, the library has partnered with Georgia State’s Office of Technology Transfer & Commercialization to facilitate and negotiate such requests. Please note, however, that such custom licenses will require additional time to complete.