



WISCONSIN  
HISTORICAL  
SOCIETY

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Visual Materials Collections  
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## Permission Request Form for Public Use of Images

**Note: This is a permission request form, not an image order form.**

### Terms of Use for Public Use of Images

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. **These fees are separate from and 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 (replacing the zeroes with the Image ID#) when using images: Wisconsin Historical Society, WHS-00000.
- 4) You will not significantly alter image(s). I agree to request permission from the Wisconsin Historical Society before altering any image beyond standard cropping and resizing. After receiving permission to crop an image, if an image is cropped, the credit line will note the alteration.
- 5) You will not use or authorize others to use the images for any other purpose. For subsequent printings or editions of this project, you will arrange for additional permissions from the Wisconsin Historical Society.
- 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

Check or money order, enclosed (payable to the Wisconsin Historical Society)

Credit Card

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

### 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.

- Book/Article/E-Book       TV Broadcast       Video/DVD Sales       Film
- Website       Advertising       Exhibit/Display
- Other \_\_\_\_\_

**PUBLISHER / PRODUCTION COMPANY/ USER INFORMATION**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

**DISTRIBUTION INFORMATION**

Please check all that apply to your project.

**Print Media**

**Television**

- Cover Jacket Image ID # \_\_\_\_\_
- Print Run/Circulation \_\_\_\_\_

- 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**

Permission fees are charged per image, per format. These fees are separate from image charges. You must provide a state or federal non-profit identification number for non-profit projects.

If you are using more than 15 images, permission fees may be negotiable. For subsequent printings or editions, permission fees are reduced to 75 percent of the current fees.

### 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
Advertising or 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	\$75	\$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