



COMMERCIAL USE FEES

The History Museum at the Castle is a private non-profit organization serving the general public. Private individuals and other non-profit users are assessed only basic reproduction charges, while commercial and other non-public users are charged additional use fees to cover staff and other operating costs. All fees are firm and apply equally to subsequent editions. All reproduction and commercial uses of images from the Museum's collections must be pre-approved and must be appropriately credited. The fees assessed fall into these categories:

1. Private individuals (personal in-home use only), museums, historical agencies, and other non-profit organizations are charged only basic reproduction fees for personal or private use. See "Photographic Reproduction Fees" for details.
2. Books, magazine articles, and works of reference including subsequent editions are charged the following commercial use fees in addition to the digital reproduction fees:
 - a. ¼ page or less \$20.00
 - b. ½ page or less \$35.00
 - c. Full page \$55.00
 - d. Cover or jacket \$80.00
3. Other commercial media, including use in offices and businesses, are charged the following commercial use fees in addition to the digital reproduction fees:
 - a. Commercial media including videos, films, websites, television and images up to 45" x 20" are charged \$100
 - b. Images greater than 45" x 20" and up to 5' x 3' are charged \$250
 - c. Images greater than 5' x 3' are charged \$500

Additionally, processing an image (finding, scanning and preparation) includes a Digital Reproduction Fee of \$35.00.

History Museum at the Castle
330 E College Ave, Appleton, WI 54911
(920) 735-9370
www.myhistorymuseum.org