Digital Reproduction and Usage Policy

This document establishes the policy and fees in effect at the Special Collections Department, University of Memphis Libraries (UML).

Two types of charges apply under this policy:
Digital Reproduction Fee: This covers costs for duplication work done by UML.
UML Permission Fee: This is charged if the reproduction will be used for commercial for-profit purposes. This fee is waived if the project meets the conditions for a non-profit or scholarly endeavor.

All researchers wishing to reproduce UML images for use in consumer merchandise, journals and periodicals, books, trade publications, advertisements, websites with paid advertising and fundraising materials, or for any other commercial purpose must apply for written permission. A form is provided for this purpose. This process ensures that three elements are considered: copyright, citation and credit, and fees.

General Conditions on Reproduction and Permission

1. Permission is for one-time, non-exclusive use only within the project described. Requestor may not crop, alter, manipulate, superimpose, enhance, or otherwise change the digital asset in any manner without obtaining the prior written permission of the University of Memphis Libraries. Requestor may not make further use without the University of Memphis Libraries’ prior written approval and compliance with any additional conditions.

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4. Requestor shall: acknowledge the donor and/or creator as specified below; give credit to the University of Memphis Libraries as specified below; and comply with all additional conditions specified below by the University of Memphis Libraries.

Credit shall be provided to the Special Collections Department, University of Memphis Libraries as the source of the image.
USAGE FEE GUIDELINES

FEES: Fees are for one-time, non-exclusive use only within the project described on the application.

<table>
<thead>
<tr>
<th>USAGE FEE PER IMAGE</th>
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<tr>
<td>One-time editorial use (textbook, exhibition catalog, magazine, documentary film, video, etc.)</td>
<td>$50</td>
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<tr>
<td>One-time non-editorial use (cover, book jacket, album cover, etc.)</td>
<td>$100</td>
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<tr>
<td>Special media use (commercial motion picture, television, on-line, videotape, etc.)</td>
<td>$100</td>
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<tr>
<td>Commercial product</td>
<td>Permission is discretionary and subject to licenses which may be negotiated by the University of Memphis Libraries.</td>
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<td>Advertising</td>
<td>Permission is discretionary and subject to review by University of Memphis Libraries. Fees are separately negotiable.</td>
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<tr>
<td>Other uses</td>
<td>Permission is discretionary.</td>
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OTHER FEES: In addition to the usage fee, there will be applicable reproduction fees.

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