

# KQED

## Footage Licensing Rates

### **Rights:**

All footage is licensed per specific project and is subject to the terms specified in our [non-exclusive license agreement](#). KQED can only accept online credit card payments for footage licensing. Materials will not be released until payment has been made.

### **Licensing Fees:**

Web Only, Worldwide, in perpetuity = \$50 per second with a 30 second minimum.

TV, VOD, Regional, 1 year= \$65 per second with a 30 second minimum.

All media (excluding theatrical), Worldwide, In perpetuity = \$75 per second with a 30 second minimum.

All media (including theatrical), Worldwide, In perpetuity = \$150 per second with a 30 second minimum.

Non-broadcast, Education or Exhibition use, (up to) 5 years = \$30 per second with a 30 second minimum.

Student Projects, non-broadcast, 1 year= \$10 - \$25 per second with a 30 second minimum.

Museum Exhibition, in-house/ non-internet use, 1 year= \$10 - \$25 per second with a 30 second minimum.

Advertising/ Trailers = \$1,500 - \$5,000 per shot dependent upon markets.

Still Images = \$400 per image (and up) dependent upon the image itself and distribution.

### **Technical Fees:**

Digital delivery of files in various file formats = \$100 - \$500 and up depending on volume of footage ordered.

### **Research/ Screener Fees:**

\$50.00 per hour. Usually averaged to a flat \$200 - \$500 depending on volume. We will advise you of any fees that may incur before proceeding.

***\*Please note that all rates and terms listed above are general. KQED reserves the right to alter them at any time.***