

History of Advertising Trust

Preserving the past. Documenting the present. Inspiring the future.

Service	Business	Education
Commissioned research per hour	50.00	25.00
High res digital image	20.00	10.00
Low res digital image	10.00	5.00
High res TV commercial *	55.00	55.00

* 25% discount on single orders of 10 or more commercials

Price list and reproduction fees

All prices are quoted in GBP and are exclusive of VAT

Please note: Reproduction fees are payable to HAT when copy images, created and supplied by HAT, are published or broadcast following clearance with the copyright owner. Payment of reproduction fees to HAT does not in any way imply automatic copyright clearance. Clearance of copyright (including talent/performer rights) is not the responsibility of HAT.

Reproduction fees - TV commercials

	TV, all standards, multi TX, 5 years *	TV, all standards, multi TX, 10 years *	Non-broadcast / Theatrical	Feature film
Regional	75.00	125.00	50.00	
One country	100.00	150.00	75.00	200.00
Europe/USA	150.00	200.00	100.00	300.00
World	200.00	250.00	125.00	400.00

* includes catch up / streaming

* includes catch up / streaming

Reproduction fees - Images

TV & film

	TV, all standards, multi TX, 5 years *	TV, all standards, multi TX, 10 years *	Non-broadcast / Theatrical	Feature film
Regional	50.00	100.00	25.00	
One country	75.00	125.00	50.00	150.00
Europe/USA	100.00	150.00	75.00	200.00
World	150.00	200.00	100.00	300.00

* includes catch up / streaming

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Books & part works

Editorial - newspapers and magazines

Leaflets, brochures & catalogues

	Cover	Inside		Cover	Inside	Print run	Cover	Inside
One country, one language	100.00	75.00	National & consumer	100.00	75.00	25,000	100.00	75.00
World, multiple languages	150.00	125.00	Provincial & trade	75.00	50.00	10,000	75.00	50.00
Non-profit, short run	25.00	10.00	Non-profit, short run	15.00	10.00	Museum / gallery	50.00	25.00
						Non-profit, short run	15.00	10.00