

# History of Advertising Trust

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

Service	Business	Education
Commissioned research per hour	55.00	27.50
High res digital image	20.00	10.00
Low res digital image	10.00	5.00
High res TV commercial *	55.00	55.00

\* 10% 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
<b>Regional</b>	75.00	125.00	50.00	
<b>One country</b>	100.00	150.00	75.00	200.00
<b>Europe/USA</b>	150.00	200.00	100.00	300.00
<b>World</b>	200.00	250.00	125.00	400.00

\* includes catch up / streaming

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## Reproduction fees - Images

### TV & film

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

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### Books & part works

### Editorial - newspapers and magazines

### Leaflets, brochures & catalogues

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