

History of Advertising Trust

Preserving the past. Capturing the present. Inspiring the future.

Service	Business	Education
Commissioned research per hour	57.00	28.50
High res digital image	22.00	11.00
Low res digital image	11.00	5.50
High res TV commercial *	57.00	57.00

* 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/ Exhibition	Feature film
Regional	78.00	130.00	52.00	
One country	105.00	155.00	78.00	200.00
Europe/USA	155.00	205.00	105.00	310.00
World	205.00	260.00	130.00	415.00

* 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 / Exhibition	Feature film
Regional	52.00	105.00	26.00	
One country	78.00	130.00	52.00	150.00
Europe/USA	105.00	155.00	78.00	205.00
World	155.00	205.00	105.00	310.00

* 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	105.00	78.00	National & consumer	105.00	78.00	25,000	105.00	78.00
World, multiple languages	155.00	130.00	Provincial & trade	78.00	52.00	10,000	78.00	52.00
Non-profit, short run	26.00	11.00	Non-profit, short run	16.00	11.00	Museum / gallery	52.00	26.00
						Non-profit, short run	16.00	11.00