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About the Visit Wales Image Centre

The Visit Wales Image Centre (VWIC) is the central photographic commissioning, cataloguing & distribution unit of VisitWales. VisitWales is the brand name for the tourism promotion and marketing unit of the Business, Enterprise, Technology & Science Division (BETS) of Welsh Government (WG).

Following the merger of the previous Wales Tourist Board (WTB) into WG on 1st April 2006, the previously existing Wales Tourist Board Image Centre became the current Visit Wales Image Centre.

With the completion of the merger on the above date, all previously existing photographic image assets became Crown Copyright. This transfer was straightforward as all of the existing assets had been commissioned and procured under the terms of both copyright and authorship assignment of all completed work to WTB.

Since 1st April 2006, all new photography procured by VWIC has been Crown Copyright following similar term and conditions of copyright and authorship assignment.

Contact Details

E-mail: requests@walesonview.com

Website: <http://www.walesonview.com/>

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Postal Address:

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Welsh Government
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Rhondda Cynon Taf
CF37 5YR

Current Assets

At the time of writing the main asset stocks consist of approximately of over 30,000+ high-resolution digital photographic images. VWIC also maintains a stock of over 1000 High Definition, broadcast-ready video clips of Wales.

The number of new assets is increasing by approx 5,000 new images per year. As all new photography is digital in origin, this figure is slowly increasing year-on-year.

VWIC Image Distribution Policy

As a result of the Merger into WG, it was decided that a new and clarified distribution remit should be established for VWIC image assets.

To that end, the following definitions of end-user groups were agreed:

Definitions of requests that qualify for free-usage licensed imagery

The Tourism Industry: i.e.: Visit Wales staff and projects; tour operators; tourism media featuring holidays (i.e.: newspapers, magazines & 'new'/online media); hotel and accommodation operators. Exclusions to this area are commercially published books, guidebooks & other long-form publications.

BETS/WG 'inward investment to Wales' projects: 'outward facing' WG projects. We supply only to internal WG staff. Any requests that come from outside would be treated as commercial image requests.

Other WG requests: WG departments receive free access to VWIC imagery for websites and official documentation & communiqués produced by them. However, they would not be eligible to request imagery for transmission or distribution to external organisations and companies, unless in direct support of those core functions.

Definitions of requests that qualify for fee-based / commercially licensed imagery

Non-WG requests: (i.e.: external) projects that do not fall into any of the three 'free-usage' Image Licence categories.

There are three tiers to pricing on commercially licensed requests:

All commercial requests are charged at the rates stated in the attached pricing matrices, with the following exceptions:

Education: receive 25% discount

Registered Charities: receive 50% discount

How requests for Images are processed

All image requests, be they internal to the organization or external are treated and processed using the same procedure:

1. The request has to be made, in writing, by email to the requests@walesonview.com mailbox.
2. A valid request must state the following:
 - The person company making the request
 - The 'wish-list' of images / subject matter they are interested in
 - The intended end purpose for which the images would be used.
3. Upon receipt, a valid request receives a default email reply giving the user a Unique Reference Number (URN).
4. The request is then graded (i.e.: categorized) as either qualifying for free-usage or commercial usage licensed imagery.
5. In either case, if we have suitable imagery available, a PDF of low-resolution images is mailed back to the user. Depending on the grading of the request, the PDF will be accompanied by a default email attachment indicating the grading and stating that imagery may be supplied either free-of-charge or commercially.
6. High-resolution image files are eventually dispatched by various electronic methods (email, FTP, CD or DVD, etc), with commercial usage images only being dispatched following payment.
7. All images, irrespective of their dispatch method, are always accompanied by strict licenses. The licenses define that the images may only be used for the purpose for which they were originally requested, that might not be re-used or re-distributed to third parties, and that use of images indicates acceptance of our terms & conditions.
8. Upon completion, all requests are archived electronically under the URN that was issued at the start of the request process.

Commercial Charge Matrices

Discounting Structure

Multiple Image Discounts

1-5	0%	76-100	25%
6-10	5%	101-150	35%
11-25	10%	151-200	45%
26-50	15%	200+	50%
51-75	20%		

User-type discounts

Education requests	25%
Charity	50%

Charges for Newspaper Reproduction

National Newspapers

Size	<i>B&W</i>	<i>Colour</i>	<i>Colour Front Cover</i>
1/8 Page / A7	£30	£40	£80
1/4 page / A6	£42	£60	£120
1/2 page / A5	£55	£80	£160
3/4 page	£75	£100	£200
Full page / A4	£110	£145	£250
Dbl page / A3	£200	£250	£450

Regional & Local Newspapers

Size	<i>B&W</i>	<i>Colour</i>	<i>Colour Front Cover</i>
1/8 Page / A7	£15	£20	£40
1/4 page / A6	£20	£30	£60
1/2 page / A5	£27	£35	£70
3/4 page	£37	£48	£90
Full page / A4	£50	£65	£130
Dbl page / A3	£75	£100	£200

Charges for Magazine Reproduction

Non-Commercial (free or trade / in house magazine)

Size	<i>Internal</i>	<i>Front Cover</i>
1/8 Page / A7	£20	£40
1/4 page / A6	£25	£50
1/2 page / A5	£32	£65
3/4 page	£42	£85
Full page / A4	£55	£110
Dbl page / A3	£85	£120

Commercial Magazines

Size / Run	<i>100k</i>	<i>250k</i>	<i>500k</i>	<i>1m</i>
1/8 Page / A7	£20	£30	£35	£50
1/4 page / A6	£32	£38	£47	£62
1/2 page / A5	£40	£45	£55	£70
3/4 page	£50	£60	£65	£87
Full page / A4	£65	£75	£90	£110
Dbl page / A3	£100	£125	£150	£175

Charges for Book Reproduction

Books (publishing rights non-exclusive)

Size / Distribution	<i>UK + 1 exc USA</i>	<i>UK & USA only</i>	<i>World English exc USA</i>	<i>World English</i>	<i>World all languages</i>
Min size	10	13	15	20	25
1/8 Page / A7	£20	£25	£28	£35	£45
1/4 page / A6	£27	£35	£38	£55	£63
1/2 page / A5	£35	£47	£50	£70	£80
3/4 page	£45	£60	£67	£85	£97
Full page / A4	£60	£30	£77	£100	£110
Dbl page / A3	£100	£120	£135	£150	£165

- The previous figures are for print runs up to 50k.
- Where runs exceed 50k, add 10% for each additional 10k
- Front cover usage: add 100%

E-Book & Electronic Usage

E-Book / Electronic Only = 75% of book price.

Print & E-Book / Electronic = +30% on book price.

Charges for Brochure Reproduction

Brochures (also: leaflets, mail outs, fliers and catalogues)

Size / Run	1k	5k	10k	100k	500k	1m
1/8 Page / A7	£25	£35	£45	£60	£68	£100
1/4 page / A6	£30	£42	£55	£70	£85	£112
1/3 page	£35	£48	£63	£75	£88	£124
1/2 page / A5	£40	£50	£67	£85	£100	£132
3/4 page	£50	£63	£80	£100	£118	£150
Full page / A4	£65	£75	£110	£125	£150	£200
Dbi page / A3	£100	£125	£150	£165	£185	£225

Notes:

- Back cover images add 70%
- Front cover images add 100%
- Images bleeding to both back and front covers add 150%
- Postcards charged at **full page / A4** rate
- Education and charity projects at 25% discount

Charges for Internet Usage

Term / Placement	<i>1 usage within site</i>	<i>Multiple uses within site</i>
3 month license	£25	£45
6 month license	£40	£70
1 year license	£60	£100
2 year license	£100	£150

Above prices are for uses within a site only. Any external email usage charged at £50 per mailing

Charges for Television Broadcast

News and editorial broadcasts

Territory / Usages	<i>1st usage</i>	<i>Subsequent usages</i>
Regional	£27	£12
UK	£38	£17
USA	£60	£24
World	£110	£50

Notes:

- For feature, documentary or promotional use add 50%

Charges for Digital Presentations (MS PowerPoint, Apple Keynote etc)

No. Of images / usage	<i>@ 1 usage</i>	<i>@ 2 or more uses</i>
1	£15	£23
2-5	£10	£16
6-10	£5	£8
20+	£3	£6

Notes:

- Educational or charity usage less 25% discount

Graphic conceptual work & 'pitch' imagery

£18 per image

Imagery will be provided in full resolution, but under specific instruction that preclude any further use. Should imagery be used in a finished product, the balance of the difference between the 'pitch' cost and final product cost will be charged.

Charges for Use on Merchandising / Product Packaging

Usage / Term	<i>3 yrs non-exclusive UK or 1 country</i>	<i>3 yrs non-exclusive World rights</i>
Postcards	£87	£112
Greetings Cards	£98	£150
Calendars	£75	£115
Posters	£150	£250
T Shirts / Clothing	£125	£175
Diary	£50	£85
Record & CD Covers	£125	£175
CD booklets 1/4 page	£23	£40
CD booklets 1/2 page	£27	£50
CD booklets 3/4 page	£32	£60
CD booklets full page	£45	£90
Credit / phone cards	£87	£125
Playing cards	£87	£125
Food Packaging	£150	£250
1 Off Garment	£35	£70

Exhibition & Display Usage

Commercial exhibitions

Size of reproduction / Length of use	1 week 1 venue	1 week 2 venues	1 year multiple events
A3 (297x420mm)	£25	£35	£80
A2 (420x594mm)	£40	£60	£125
A1 (594x841mm)	£65	£100	£200
A0 (841x1189mm)	£87	£150	£320
Banner stand (800x2500mm approx)	£112	£200	£375
4 drop exhibition (2500x3500 approx)	£200	£300	£500

Non Commercial Exhibitions (non-fee paying, ltd audience, office display etc).

Size of reproduction / Length of use	1 week only	1 year
A3 (297x420mm)	£15	£35
A2 (420x594mm)	£30	£75
A1 (594x841mm)	£45	£100
A0 (841x1189mm)	£50	£125
Banner stand (800x2500mm approx)	£60	£120
4 drop exhibition (2500x3500 approx)	£200	£300

Commercial Charge Matrices for Video Imagery:

All video imagery is charged at a usage base rate of £8 (+VAT) per second.

The following discount structure applies for large-scale use:

Linear time (per sec) / Length of use	<i>1 broadcast</i>	<i>Multiple broadcasts</i>
1 – 10 secs (base)	£8	£14
11 - 20 secs	£7	£13
20 – 60 secs	£6	£11
1 min – 2 mins	£5	£9
2 mins +	£4	£7
5 mins +	£3	£5
10 mins +	£2	£4
15 mins +	£1	£2
30 mins +	£0.50	£1

Inclusion in a DVD or video carries an extra flat-rate charge of £65 per run.

One-off digital photographic prints from stock imagery:

The following are prices for Visit Wales producing one or limited run photographic quality inkjet prints from our stock imagery.

NB: all images are for individual private display use only, and are not to be used - and are not licensed - for any other purpose.

Print size	1 off @	2 – 5 off @
10 x 8 inches (sub-A4) 250 x 203 mm	£12.80	£10.80
A4 size / 210 x 297mm 8 x 11 ½ inches	£13.80	£11.80
12 x 10 inches (sub-A3) 304 x 254 mm	£20	£18
A3 size / 297x 420 mm 11 ½ x 16 ½ inches	£26	£21
A2 size / 420x594 mm	£52	£46
A1 size / 594x841 mm	£90	£82
A0 size / 1189x841 mm	£140	£129

Notes:

- All prints up to and including A3 size: to be run internally on Visit Wales Image Centre Epson 4200 Inkjet
- All prints up to A3 will be printed to photo gloss stock
- All prints up to A3 will be run either full-frame (with minimal border) or cropped to fit paper. Print options are agreed with client in advance of printing.
- For larger print runs, an external image printing house or processing lab will be used.
- The prices for the above can also be used to supply hi res files to end-users to produce their own prints from their own supplier.
- VAT is already included in these prices.