

# Photo Licensing and Use

## Can I share your photos with our [other institutional department]?

Under the terms of the license only Athletics Communications has permission to use the photos. They should not be added (as is) to any image or photo library, shared with any other departments (communications, marketing, or other) within your institution.

We do, however, consider all requests for use. Generally speaking requests made for marketing materials for prospective students is typically approved at not cost, however fundraising use of our images is strongly discouraged and the request for those images is often an invoice item.

Rates vary from use to use but they start at \$50 for an image use below 3 column inches up to, and possibly exceeding, \$500 for a full page image. Revenue generated from these sales directly benefits the photographer.

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