



79 Pixels

Public Photography Licence Rate Card

Market editions: United Kingdom, United States, EU/EEA and other territories

Valid from 1 January 2026

79 Pixels, Inc. operates a photographic image library with a mixture of fully owned, assigned and licensed photographic works. These are 79 Pixels' public standard rates for non-exclusive photographic licences unless a different written quotation or contract is agreed.

Market-rate basis

The United Kingdom table is the base public rate card and is priced in GBP sterling. The United States table applies a +30% market uplift and is priced in USD. The EU/EEA table applies a +20% market uplift and is priced in EUR. These are market-specific public rates, not currency-exchange conversions. Figures are rounded to the nearest 5 units of the relevant currency.

1. Licence types and definitions

Licence type	Meaning
Attribution / credited licence	Non-exclusive use where the image is credited exactly as required by 79 Pixels and/or the photographer. Usually includes visible name credit, source/URL where applicable, and licence notice where relevant.
Royalty-free / no-credit licence	Non-exclusive use for the stated media without an ongoing per-view royalty and without a visible credit requirement, subject to the agreed scope. It is not an assignment, exclusive licence or sublicense.
Time-limited attribution licence	Lower-cost licence for limited use, usually 12 months, with compliant attribution. Continued use after expiry requires renewal.
Rights-managed licence	Tailored licence priced by placement, territory, term, audience, media, campaign size and prominence. Used for advertising, covers, high-volume, broadcast, packaging, app, enterprise and unusual uses.
Retrospective licence	A licence to regularise identified past use. It does not authorise future use or any additional uses not specifically identified in writing.
Exclusive licence / assignment	Available by quotation only. Exclusivity, copyright assignment and removal of images from the library are materially higher-value rights and are not included in standard rates.

2. Market edition summary

Market	Currency	Basis	Note
United Kingdom	GBP sterling	Base public rate card	Primary UK enforcement and licensing schedule
United States	USD	+30% to UK basis	Used for US clients, US publications and US-directed uses
EU / EEA	EUR	+20% to UK basis	Used for EU/EEA clients, EU publications and EU-directed uses
Canada, Australia, New Zealand and other markets	USD or local quote	Normally US table or case-specific quote	Market, territory, tax and enforcement route may affect price
Worldwide / multi-territory use	Quote required	Rights-managed	Priced by media, duration, audience, prominence and number of markets



3. United Kingdom market version - GBP

UK rates are shown in GBP sterling and are valid from 1 January 2026. The rates below are standard public rates for the stated use categories unless a different written quotation or contract is agreed.

Online and digital publication rates

Use category - one photograph	Attribution / credited	Royalty-free / no-credit	12-month credited	Retrospective minimum
Non-commercial web page, blog or article	£300	£600	£195	£600
Public-interest / educational web use	£450	£795	£250	£795
Commercial editorial/news web article	£595	£995	£300	£795
Commercial corporate blog/news item	£595	£995	£350	£795
Commercial service page or evergreen web page	£795	£1,200	£395	£995
Directory, venue, travel or location listing	£700	£1,100	£350	£995
Homepage, landing page, hero image or banner	£950	£1,500	£500	£1,500
Downloadable PDF, white paper or online brochure	£795	£1,250	£400	£1,250
Email newsletter or CRM campaign	£450	£795	£250	£795
Organic social media post, one platform	£300	£600	£175	£600
Organic social media campaign, up to 5 posts	£650	£1,100	£350	£995
Paid social media advert or sponsored post	N/A	£2,000	N/A	£2,000
Paid search/display advert or digital campaign creative	N/A	£2,250	N/A	£2,250
Mobile app, software interface or digital product	N/A	£2,250	N/A	£2,250
Video thumbnail, podcast artwork or streaming listing	£795	£1,250	£400	£1,250

Retrospective-use rates

Retrospective category - identified past use only	Public rate / minimum
Single-use corporate/news web use (limited scope; image removed)	£595
Standard commercial web article, blog or corporate news item	£795
Commercial no-credit web use / duration, source or scope not particularised	£995
Public-facing service page, directory page or evergreen business page	£995
Homepage, landing page, hero/banner or other prominent placement	£1,500
PDF, brochure, report, white paper or downloadable publication	£1,250
Social media historic use, per platform/campaign	£600
Print publication - inside use	£995
Print cover, advert, campaign, poster or high-prominence use	£2,400
Unknown additional uses, adaptations or syndication	Quote required

Print, publishing and covers

Print / publication use	Attribution / credited	No-credit / commercial	Scope
Editorial print - inside, up to 1/4 page	£450	£750	Single issue / edition
Editorial print - inside, up to 1/2 page	£595	£995	Single issue / edition
Editorial print - inside, full page	£995	£1,400	Single issue / edition
Editorial print - front cover	£2,000	£2,400	Single issue / edition
Back cover or inside cover	£1,500	£2,000	Single issue / edition
Book interior image	£950	£1,500	One language / edition
Book cover, dust jacket or ebook cover	£2,400	£3,500	One language / edition
Academic journal / report interior	£595	£995	Single publication



Print / publication use	Attribution / credited	No-credit / commercial	Scope
Annual report or prospectus interior	£950	£1,500	Single publication
Annual report or prospectus cover	£2,400	£3,500	Single publication
Printed brochure, flyer or event programme	£795	£1,250	One campaign / edition
Poster, point-of-sale or exhibition panel	£1,200	£2,000	One campaign / display
Calendar, first image	£1,500	£2,500	One edition
Calendar, each additional image	£450	£750	One edition
Packaging, label, retail product or merchandise	N/A	From £2,500	Quote required



3. United Kingdom market version - GBP - specialist uses

Advertising, brand and high-value promotional use

Advertising / brand use	Rate	Typical scope
Small business local online campaign	£1,500	One campaign / 12 months
Regional online advertising campaign	£2,500	One campaign / region / 12 months
National online advertising campaign	£4,000	One campaign / national / 12 months
Print advertising in newspaper or magazine	From £2,500	Per campaign / placement
Outdoor advertising, posters, transport or billboard	From £3,500	Per campaign / territory
Television, broadcast, cinema or streaming advert	From £5,000	Per campaign / territory
Tourism, property, luxury, university or destination campaign	From £3,500	Per campaign / territory
Political, lobbying, issue-based or reputational campaign	Quote required	Subject to approval
High-risk, regulated or sensitive commercial sector	Quote required	Subject to approval
Worldwide brand campaign	Quote required	Usually from £8,000 equivalent

Internal, corporate and institutional use

Corporate / institutional use	Attribution / credited	No-credit	Scope
Internal presentation or training deck	£400	£700	Single organisation / internal only
Public conference presentation or webinar deck	£650	£1,100	One event / online recording excluded unless agreed
Corporate report, ESG report or investor deck	£950	£1,500	Single publication / project
Museum, gallery, school or exhibition display	£650	£1,200	One venue / up to 12 months
University, academic or research use	£450	£795	Single project / publication
Training manual, policy document or course material	£650	£1,100	Single organisation / 12 months
Client pitch, tender or proposal document	£450	£795	Single pitch / proposal
Intranet, staff portal or internal knowledge base	£450	£795	One organisation / 12 months

Broadcast, video, audio-visual and emerging media

Audio-visual / emerging-media use	Rate	Scope / note
Documentary / factual TV programme still	From £1,500	Single programme / 5 years
Streaming, VOD or online video use	From £1,250	Single video / 12 months
YouTube or social video, organic only	£795	Single video / one channel
Video advert or commercial	From £5,000	Per campaign / territory
Podcast or cover artwork	£795	One podcast / one year
VR, AR, immersive display or interactive installation	Quote required	Priced by audience, duration and platform
NFT, tokenised asset, generative AI, dataset or model-training use	Not included	Specific written permission required



4. United States market version - USD

US rates are shown in USD and apply a +30% market uplift to the UK public rate basis. These are not FX conversions; they are 79 Pixels market rates for US clients, US-directed uses and US publications.

Online and digital publication rates

Use category - one photograph	Attribution / credited	Royalty-free / no-credit	12-month credited	Retrospective minimum
Non-commercial web page, blog or article	\$390	\$780	\$255	\$780
Public-interest / educational web use	\$585	\$1,035	\$325	\$1,035
Commercial editorial/news web article	\$775	\$1,295	\$390	\$1,035
Commercial corporate blog/news item	\$775	\$1,295	\$455	\$1,035
Commercial service page or evergreen web page	\$1,035	\$1,560	\$515	\$1,295
Directory, venue, travel or location listing	\$910	\$1,430	\$455	\$1,295
Homepage, landing page, hero image or banner	\$1,235	\$1,950	\$650	\$1,950
Downloadable PDF, white paper or online brochure	\$1,035	\$1,625	\$520	\$1,625
Email newsletter or CRM campaign	\$585	\$1,035	\$325	\$1,035
Organic social media post, one platform	\$390	\$780	\$230	\$780
Organic social media campaign, up to 5 posts	\$845	\$1,430	\$455	\$1,295
Paid social media advert or sponsored post	N/A	\$2,600	N/A	\$2,600
Paid search/display advert or digital campaign creative	N/A	\$2,925	N/A	\$2,925
Mobile app, software interface or digital product	N/A	\$2,925	N/A	\$2,925
Video thumbnail, podcast artwork or streaming listing	\$1,035	\$1,625	\$520	\$1,625

Retrospective-use rates

Retrospective category - identified past use only	Public rate / minimum
Single-use corporate/news web use (limited scope; image removed)	\$775
Standard commercial web article, blog or corporate news item	\$1,035
Commercial no-credit web use / duration, source or scope not particularised	\$1,295
Public-facing service page, directory page or evergreen business page	\$1,295
Homepage, landing page, hero/banner or other prominent placement	\$1,950
PDF, brochure, report, white paper or downloadable publication	\$1,625
Social media historic use, per platform/campaign	\$780
Print publication - inside use	\$1,295
Print cover, advert, campaign, poster or high-prominence use	\$3,120
Unknown additional uses, adaptations or syndication	Quote required

Print, publishing and covers

Print / publication use	Attribution / credited	No-credit / commercial	Scope
Editorial print - inside, up to 1/4 page	\$585	\$975	Single issue / edition
Editorial print - inside, up to 1/2 page	\$775	\$1,295	Single issue / edition
Editorial print - inside, full page	\$1,295	\$1,820	Single issue / edition
Editorial print - front cover	\$2,600	\$3,120	Single issue / edition
Back cover or inside cover	\$1,950	\$2,600	Single issue / edition
Book interior image	\$1,235	\$1,950	One language / edition
Book cover, dust jacket or ebook cover	\$3,120	\$4,550	One language / edition
Academic journal / report interior	\$775	\$1,295	Single publication



Print / publication use	Attribution / credited	No-credit / commercial	Scope
Annual report or prospectus interior	\$1,235	\$1,950	Single publication
Annual report or prospectus cover	\$3,120	\$4,550	Single publication
Printed brochure, flyer or event programme	\$1,035	\$1,625	One campaign / edition
Poster, point-of-sale or exhibition panel	\$1,560	\$2,600	One campaign / display
Calendar, first image	\$1,950	\$3,250	One edition
Calendar, each additional image	\$585	\$975	One edition
Packaging, label, retail product or merchandise	N/A	From \$3,250	Quote required



4. United States market version - USD - specialist uses

Advertising, brand and high-value promotional use

Advertising / brand use	Rate	Typical scope
Small business local online campaign	\$1,950	One campaign / 12 months
Regional online advertising campaign	\$3,250	One campaign / region / 12 months
National online advertising campaign	\$5,200	One campaign / national / 12 months
Print advertising in newspaper or magazine	From \$3,250	Per campaign / placement
Outdoor advertising, posters, transport or billboard	From \$4,550	Per campaign / territory
Television, broadcast, cinema or streaming advert	From \$6,500	Per campaign / territory
Tourism, property, luxury, university or destination campaign	From \$4,550	Per campaign / territory
Political, lobbying, issue-based or reputational campaign	Quote required	Subject to approval
High-risk, regulated or sensitive commercial sector	Quote required	Subject to approval
Worldwide brand campaign	Quote required	\$10,400

Internal, corporate and institutional use

Corporate / institutional use	Attribution / credited	No-credit	Scope
Internal presentation or training deck	\$520	\$910	Single organisation / internal only
Public conference presentation or webinar deck	\$845	\$1,430	One event / online recording excluded unless agreed
Corporate report, ESG report or investor deck	\$1,235	\$1,950	Single publication / project
Museum, gallery, school or exhibition display	\$845	\$1,560	One venue / up to 12 months
University, academic or research use	\$585	\$1,035	Single project / publication
Training manual, policy document or course material	\$845	\$1,430	Single organisation / 12 months
Client pitch, tender or proposal document	\$585	\$1,035	Single pitch / proposal
Intranet, staff portal or internal knowledge base	\$585	\$1,035	One organisation / 12 months

Broadcast, video, audio-visual and emerging media

Audio-visual / emerging-media use	Rate	Scope / note
Documentary / factual TV programme still	From \$1,950	Single programme / 5 years
Streaming, VOD or online video use	From \$1,625	Single video / 12 months
YouTube or social video, organic only	\$1,035	Single video / one channel
Video advert or commercial	From \$6,500	Per campaign / territory
Podcast or cover artwork	\$1,035	One podcast / one year
VR, AR, immersive display or interactive installation	Quote required	Priced by audience, duration and platform
NFT, tokenised asset, generative AI, dataset or model-training use	Not included	Specific written permission required



5. EU / EEA market version - EUR

EU/EEA rates are shown in EUR and apply a +20% market uplift to the UK public rate basis. These are not FX conversions; they are 79 Pixels market rates for EU/EEA clients, EU/EEA-directed uses and EU/EEA publications.

Online and digital publication rates

Use category - one photograph	Attribution / credited	Royalty-free / no-credit	12-month credited	Retrospective minimum
Non-commercial web page, blog or article	€360	€720	€235	€720
Public-interest / educational web use	€540	€955	€300	€955
Commercial editorial/news web article	€715	€1,195	€360	€955
Commercial corporate blog/news item	€715	€1,195	€420	€955
Commercial service page or evergreen web page	€955	€1,440	€475	€1,195
Directory, venue, travel or location listing	€840	€1,320	€420	€1,195
Homepage, landing page, hero image or banner	€1,140	€1,800	€600	€1,800
Downloadable PDF, white paper or online brochure	€955	€1,500	€480	€1,500
Email newsletter or CRM campaign	€540	€955	€300	€955
Organic social media post, one platform	€360	€720	€210	€720
Organic social media campaign, up to 5 posts	€780	€1,320	€420	€1,195
Paid social media advert or sponsored post	N/A	€2,400	N/A	€2,400
Paid search/display advert or digital campaign creative	N/A	€2,700	N/A	€2,700
Mobile app, software interface or digital product	N/A	€2,700	N/A	€2,700
Video thumbnail, podcast artwork or streaming listing	€955	€1,500	€480	€1,500

Retrospective-use rates

Retrospective category - identified past use only	Public rate / minimum
Single-use corporate/news web use (limited scope; image removed)	€715
Standard commercial web article, blog or corporate news item	€955
Commercial no-credit web use / duration, source or scope not particularised	€1,195
Public-facing service page, directory page or evergreen business page	€1,195
Homepage, landing page, hero/banner or other prominent placement	€1,800
PDF, brochure, report, white paper or downloadable publication	€1,500
Social media historic use, per platform/campaign	€720
Print publication - inside use	€1,195
Print cover, advert, campaign, poster or high-prominence use	€2,880
Unknown additional uses, adaptations or syndication	Quote required

Print, publishing and covers

Print / publication use	Attribution / credited	No-credit / commercial	Scope
Editorial print - inside, up to 1/4 page	€540	€900	Single issue / edition
Editorial print - inside, up to 1/2 page	€715	€1,195	Single issue / edition
Editorial print - inside, full page	€1,195	€1,680	Single issue / edition
Editorial print - front cover	€2,400	€2,880	Single issue / edition
Back cover or inside cover	€1,800	€2,400	Single issue / edition
Book interior image	€1,140	€1,800	One language / edition
Book cover, dust jacket or ebook cover	€2,880	€4,200	One language / edition
Academic journal / report interior	€715	€1,195	Single publication



Print / publication use	Attribution / credited	No-credit / commercial	Scope
Annual report or prospectus interior	€1,140	€1,800	Single publication
Annual report or prospectus cover	€2,880	€4,200	Single publication
Printed brochure, flyer or event programme	€955	€1,500	One campaign / edition
Poster, point-of-sale or exhibition panel	€1,440	€2,400	One campaign / display
Calendar, first image	€1,800	€3,000	One edition
Calendar, each additional image	€540	€900	One edition
Packaging, label, retail product or merchandise	N/A	From €3,000	Quote required



5. EU / EEA market version - EUR - specialist uses

Advertising, brand and high-value promotional use

Advertising / brand use	Rate	Typical scope
Small business local online campaign	€1,800	One campaign / 12 months
Regional online advertising campaign	€3,000	One campaign / region / 12 months
National online advertising campaign	€4,800	One campaign / national / 12 months
Print advertising in newspaper or magazine	From €3,000	Per campaign / placement
Outdoor advertising, posters, transport or billboard	From €4,200	Per campaign / territory
Television, broadcast, cinema or streaming advert	From €6,000	Per campaign / territory
Tourism, property, luxury, university or destination campaign	From €4,200	Per campaign / territory
Political, lobbying, issue-based or reputational campaign	Quote required	Subject to approval
High-risk, regulated or sensitive commercial sector	Quote required	Subject to approval
Worldwide brand campaign	Quote required	€9,600

Internal, corporate and institutional use

Corporate / institutional use	Attribution / credited	No-credit	Scope
Internal presentation or training deck	€480	€840	Single organisation / internal only
Public conference presentation or webinar deck	€780	€1,320	One event / online recording excluded unless agreed
Corporate report, ESG report or investor deck	€1,140	€1,800	Single publication / project
Museum, gallery, school or exhibition display	€780	€1,440	One venue / up to 12 months
University, academic or research use	€540	€955	Single project / publication
Training manual, policy document or course material	€780	€1,320	Single organisation / 12 months
Client pitch, tender or proposal document	€540	€955	Single pitch / proposal
Intranet, staff portal or internal knowledge base	€540	€955	One organisation / 12 months

Broadcast, video, audio-visual and emerging media

Audio-visual / emerging-media use	Rate	Scope / note
Documentary / factual TV programme still	From €1,800	Single programme / 5 years
Streaming, VOD or online video use	From €1,500	Single video / 12 months
YouTube or social video, organic only	€955	Single video / one channel
Video advert or commercial	From €6,000	Per campaign / territory
Podcast or cover artwork	€955	One podcast / one year
VR, AR, immersive display or interactive installation	Quote required	Priced by audience, duration and platform
NFT, tokenised asset, generative AI, dataset or model-training use	Not included	Specific written permission required

6. Bundles, volume discounts and collection licences

Bundle discounts apply to base advance licence rates only. They do not automatically apply to retrospective enforcement matters, paid advertising, exclusivity, assignment, syndication, sublicensing, high-volume redistribution or uses requiring special approval.

Bundle / service	UK GBP	US USD (+30%)	EU/EEA EUR (+20%)
2-4 images in same project	10% discount	10% discount	10% discount
5-9 images in same project	15% discount	15% discount	15% discount
10-24 images in same project	25% discount	25% discount	25% discount



Bundle / service	UK GBP	US USD (+30%)	EU/EEA EUR (+20%)
25+ images in same project	Quote required	Quote required	Quote required
Annual editorial client package	From £3,500	From \$4,550	From €4,200
Annual corporate website package	From £5,000	From \$6,500	From €6,000
Archive/library research and clearance support	From £150 per hour	From \$195	From €180

7. Uplifts and additional charges

Factor	Public rate treatment
No visible attribution / credit omitted	Use the royalty-free/no-credit rate, or +100% if omitted from an attribution-only licence
Prominent placement (homepage hero, lead image, masthead, cover)	+50% to +150% depending on prominence
Paid advertising / sponsored distribution	+100% minimum unless already priced as advertising
Worldwide territory or multi-market publication	+50% minimum unless included in quote
Term extension from 1 year to 3 years	+50%
Term extension from 1 year to 5 years	+100%
Perpetual use	+150% unless included in a written royalty-free scope
Cropping, retouching, editing, montage or derivative work	+25% minimum; approval may be required
Template, sublicense, client-resale, stock redistribution or syndication	Quote required; not included in standard licences
Archive research, image identification, clearance and evidence work	From £150 / \$195 / €180 per hour; minimum charge may apply
Exclusive licence	Quote required; normally from £10,000 / \$13,000 / €12,000 per image
Copyright assignment	Quote required; normally from £25,000 / \$32,500 / €30,000 per image
Late payment / administration / recovery work	May be charged where permitted by law or contract

8. Charitable, education and public-benefit use

- UK registered charities, state schools and NHS organisations may qualify for up to a 95% discount on advance licences for non-commercial or public-benefit uses.
- Equivalent discounts may be considered for recognised non-profit, public school, hospital, library, museum and public-benefit organisations in the relevant market.
- Discounts are discretionary, must be agreed in writing before use, and do not automatically apply to paid advertising, merchandise, resale, political activity, commercial partnerships or retrospective enforcement matters.
- Community, heritage and educational projects may ask for a reduced quote where the use is modest, credited and non-commercial.

9. Standard licence conditions

- All prices are exclusive of any applicable VAT, sales tax, withholding tax, transfer charges, card fees or payment charges.
- Unless expressly stated, all licences are non-exclusive, non-transferable and limited to the named client, project, media, territory and term.
- No sublicensing, resale, redistribution, stock-library upload, template use, AI training, NFT/tokenised asset use, data-set use or model-training use is permitted without specific written permission.
- Attribution licences require a visible credit in a reasonably prominent form, normally: Photo: [Photographer/79 Pixels] / www.79pixels.website, plus any source or licence notice required for that image.
- Royalty-free means no ongoing per-view royalty within the written scope. It does not mean free of copyright, exclusive, transferable, unlimited, or suitable for every use.
- A retrospective licence resolves only the identified historic use described in writing. It does not authorise future use or additional uses discovered later.
- The client is responsible for checking whether separate permissions are needed for trademarks, private property, people, artworks, locations, cultural heritage, privacy, data protection, advertising standards or other third-party rights.
- A licence is effective only once agreed in writing and paid for unless 79 Pixels expressly agrees otherwise.



- 79 Pixels reserves the right to refuse any licence request, including uses that are misleading, defamatory, unlawful, politically sensitive, reputationally harmful, or inconsistent with the photographer's moral rights.

10. Examples

Scenario	Likely category	Indicative rate
A UK company uses one image in a public corporate news post without attribution and then removes it	Single-use corporate/news web use	£595 / \$775 / €715
A UK business uses a photograph in a normal commercial article or blog post	Commercial editorial/news web article	£595 credited or £995 no-credit
A UK commercial use requires a standard retrospective web regularisation	Standard commercial web retrospective use	£795
A US publication uses an image in an online article without credit	US commercial editorial/news web article no-credit	\$1,295
An EU company uses one photograph on a service page without licence records	EU commercial no-credit/source-not-particularised retrospective band	€1,195
A publisher wants a photograph on a magazine front cover	Editorial print front cover	From £2,000 / \$2,600 / €2,400 credited
A travel brand wants an image for paid social adverts	Paid social media advert or sponsored post	From £2,000 / \$2,600 / €2,400
A company wants 10 images for a single online guide	Main use category less volume discount	25% discount on base advance rates

Contact and purchase

To request a licence, quote or permission, contact: info@79pixels.net | www.79pixels.website

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