

# LOBSTER LICENCE PRICING

## STANDARD LICENCE

PRINT CIRCULATION:	100 000 COPIES
ONLINE MEDIA:	1M VIEWS
BROADCAST MEDIA:	1M VIEWS
OFFLINE MEDIA:	1M VIEWS

PHOTOS		VIDEOS	
LO-RES SAMPLE: AN INSTAGRAM SELFIE OR NO PEOPLE	1 CREDIT	LO-RES SAMPLE: A SMALL YOUTUBE FEATURING A FUNNY CAT	7 CREDITS
HI-RES SAMPLE: A FLICKR WITH ROAD TRAVEL IN BRAZIL	4 - 10 CREDITS	HI-RES SAMPLE: A VIMEO WITH A PLANE TAKING OFF IN BANGKOK	14 - 20 CREDITS
FEATURED ADD TO A CRAFTED PHOTO FROM OUR CURATED COLLECTIONS	+ 10 CREDITS	FEATURED ADD TO A HAND CURATED VIDEO FROM OUR COLLECTIONS	+ 10 CREDITS
MODEL/PROPERTY RELEASE ADD TO A PHOTO OF A FAMILY HAVING THEIR PERMISSION	+ 20 CREDITS	MODEL/PROPERTY RELEASE ADD TO A VIDEO FEATURING A PERSON WITH THEIR PERMISSION	+ 20 CREDITS

## WEB EDITORIAL LICENCE

PRINT CIRCULATION:	NO
ONLINE MEDIA:	UNLIMITED
BROADCAST MEDIA:	1M VIEWS
OFFLINE MEDIA:	1M VIEWS

PHOTOS		VIDEOS	
LO-RES SAMPLE: AN INSTAGRAM SELFIE OR NO PEOPLE	1 CREDIT	LO-RES SAMPLE: A SMALL YOUTUBE FEATURING A FUNNY CAT	7 CREDITS
HI-RES SAMPLE: A FLICKR WITH ROAD TRAVEL IN BRAZIL	4 - 10 CREDITS	HI-RES SAMPLE: A VIMEO WITH A PLANE TAKING OFF IN BANGKOK	14 - 20 CREDITS
FEATURED ADD TO A CRAFTED PHOTO FROM OUR CURATED COLLECTIONS	+ 10 CREDITS	FEATURED ADD TO A HAND CURATED VIDEO FROM OUR COLLECTIONS	+ 10 CREDITS
MODEL/PROPERTY RELEASE ADD TO A PHOTO OF A FAMILY HAVING THEIR PERMISSION	+ 20 CREDITS	MODEL/PROPERTY RELEASE ADD TO A VIDEO FEATURING A PERSON WITH THEIR PERMISSION	+ 20 CREDITS

## FULL LICENCE

PRINT CIRCULATION:	UNLIMITED
ONLINE MEDIA:	UNLIMITED
BROADCAST MEDIA:	UNLIMITED
OFFLINE MEDIA:	UNLIMITED

PHOTOS		VIDEOS	
LO-RES SAMPLE: AN INSTAGRAM SELFIE OR NO PEOPLE	101 CREDITS	LO-RES SAMPLE: A SMALL YOUTUBE FEATURING A FUNNY CAT	107 CREDITS
HI-RES SAMPLE: A FLICKR WITH ROAD TRAVEL IN BRAZIL	104 - 110 CREDITS	HI-RES SAMPLE: A VIMEO WITH A PLANE TAKING OFF IN BANGKOK	114 - 120 CREDITS
FEATURED ADD TO A CRAFTED PHOTO FROM OUR CURATED COLLECTIONS	+ 10 CREDITS	FEATURED ADD TO A HAND CURATED VIDEO FROM OUR COLLECTIONS	+ 10 CREDITS
MODEL/PROPERTY RELEASE ADD TO A PHOTO OF A FAMILY HAVING THEIR PERMISSION	+ 20 CREDITS	MODEL/PROPERTY RELEASE ADD TO A VIDEO FEATURING A PERSON WITH THEIR PERMISSION	+ 20 CREDITS