

Licensing Request *Guide*: Digital Media

Congratulations on your upcoming project! This guide will equip you with the essential information ARS needs to generate a quote and obtain our artists' approval for your project. We look forward to reviewing your request!

1.

PREPARE YOUR REQUEST

To begin, ARS will need the following information about the requested use:

- The artist, artwork title, and artwork date.
- Name of website/platform/app.
- Duration of display/campaign (start and end dates).*

2.

CHOOSE THE TYPE OF REQUEST

Each use requires the following information:

DIGITAL ADS

- Website URL
- Ad type (sidebar, banner, pop up)
- Number of impressions

WEB DISPLAY

- Website URL
- Description of the page

SOCIAL MEDIA

- Profile name/URL
- Follower count per platform/profile
- Standard or sponsored post?
- Static image use? (Facebook banner, event page, etc.)

APPS

- Selling price of app, if any
- How is the app available? (Apple/Google Play store, etc.)"

PDF mock ups are required for all promotional and advertising uses.

*Permission will be granted for the date range you provide us. Reposts require renewing terms and fees.

3.

SUBMIT FOR APPROVAL

Submit via our online portal: www.arsny.my.site.com/s/ and then a member of the ARS licensing team will be in touch with next steps.



Licensing Request *Guide:* Frequently Asked

Confused about the licensing request process? Read this FAQ guide to help answer any questions you may have. For more information, check out: www.arsny.com/licensing/

1.

HOW LONG DOES THE PROCESS TAKE?

Each request is unique, however the more information you give us the faster the process goes! You can track the progress in your account at www.arsny.my.site.com/s/

2.

WHAT IF I DON'T HAVE ALL THE INFORMATION YET?

Submit as much information as possible, and we can give an example quote (though we'll need the finalized information later).

3.

I NEED TO CREATE A PROOF BUT CAN'T GET THE IMAGE.

Let us know that this is the case, we have a process that gives access to the image (for layout purposes only) without a license.

4.

DOES ARS PROVIDE THE IMAGES?

ARS only helps you attain the copyright for your project, not the digital image file, with a few exceptions that we will notify you about. Image files can be sourced from image bank companies such as Art Resource (www.artres.com). Please note that image files can incur a fee and the copyright of the photographer or institution providing that file.

5.

HOW ARE FEES DETERMINED?

ARS will provide you with a quote based upon if the use is commercial vs noncommercial in nature, as well as image print size, print run, and/or duration of use — make sure to review our guides so that we can provide you with an accurate and speedy quote.

6.

HOW DO I KNOW WHEN I HAVE PERMISSION?

If your request has been approved and your invoice has been paid in full, you have permission to reproduce the work. Your invoice acts as the copyright license.

Still haven't answered your question? Please email us at info@arsny.com

