

Licensing Request *Guide*: Merchandise

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 your project:

- The artist, artwork title, and artwork date.
- Product type or types.
- Retail/wholesale price.
- Quantity to be produced.
- Distribution — where will it be sold?
- Requested license term.
- Layouts of the product and packaging (see instructions below).

2.

PREPARE YOUR LAYOUT

Please follow our recommendations below to streamline the permissions process:

DEPICTING ARTWORK

Generally, cropping or manipulation of images is discouraged unless it's necessary due to the format or shape of the product.

SPECS

Note the product dimensions, material (for example; acrylic, paper, silk), and anything else relevant that may not be immediately discernible from the layout.

ATTRIBUTION

The layout should include a full caption with the ARS credit line, which should be found on the product. Alternatives may be discussed when not possible.

FORMAT + SUBMISSION

Submit the layout as a high quality PDF, with all text clearly legible. Provide a translation for any text not in English.

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

