

TOTAL CLEARANCE

Entertainment Clearances

Phone: (415) 389-1531

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Attention: [REDACTED]

Company: [REDACTED]

From: Jill Alofs

Re: agency request

(11 photos)

Dear [REDACTED]

As you may know, my client, National Geographic Society is developing a digital archive of NATIONAL GEOGRAPHIC MAGAZINE from 1888 through 1996, entitled *The Complete National Geographic on CD-ROM*. It is intended to contain a digital image of every page of the magazine, including advertisement, without any changes or modifications. The CD-ROM will contain a search engine based on National Geographic Society proprietary indexing scheme; the product does not allow users to cut and paste photographs or text, and while photographs or text can be printed, the quality is inferior to a photocopy of the magazine itself.

This product has been designed as a low-cost reference tool for educators, librarians, students and families. Producing a CD-ROM of this size is an expensive proposition; however, the 30 volume set has been priced at \$199 to make it more affordable for educational institutions and families. The Society does not expect to do more than break even on this product.

Certain images for which restricted publication rights were obtained from [REDACTED] have appeared in NATIONAL GEOGRAPHIC MAGAZINE, and I have been commissioned to offer you a fee of \$20.00 per photo, regardless of the size, for the licensing rights to include these images in this CD-ROM archive, as well as on versions in CD-I, DVD, and other versions, editions, adaptations, or sequels to the original title. The term and territories sought for this product is twenty years worldwide, in all languages. All photos will be used as they originally appear in the magazine, without alterations. Promotional rights for these images are not included.

I will contact you shortly to discuss this further.

Best regards,

Jill Alofs
President

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