
Diimex Pricing Guide (Images)

These terms and conditions are the Pricing Guide that applies to the licensing of Editorial Content from the Diimex Site. Together with the Diimex Terms of Use, they govern the use of the Diimex Site by registered purchasers.

Please carefully read this Pricing Guide, as well as the Diimex Buyer Agreement and Diimex Terms of Use, before using the Diimex Site. This Pricing Guide was last updated on 14th October 2013.

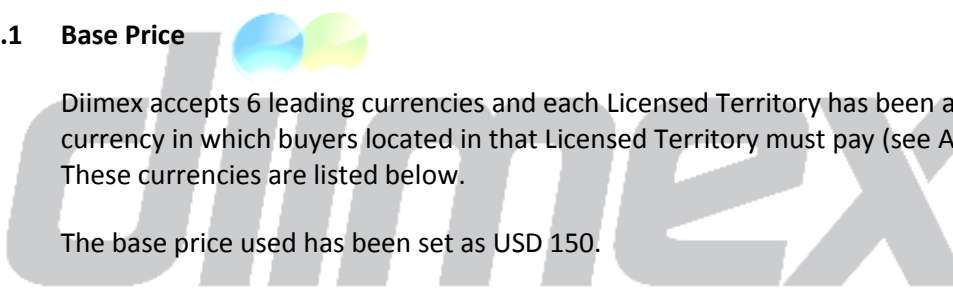
Please note: This pricing guide describes certain “multipliers” that are applied to the base price for Content. While these multipliers are described separately, and examples are provided of their application alone to a base price, all applicable multipliers will apply to any particular Content in addition to one another.

Part A – Fees for buyers

1 Auctions – minimum starting price

Where Content is licensed by way of auction, the following is used to determine the minimum starting price for the relevant Content.

1.1 Base Price



Diimex accepts 6 leading currencies and each Licensed Territory has been assigned a currency in which buyers located in that Licensed Territory must pay (see Appendix A). These currencies are listed below.

The base price used has been set as USD 150.

Following are the base prices for all currencies which have been converted using exchange rates current as of the date of this document. These may be reviewed from time to time depending on exchange rate fluctuations.

Prices have been rounded for ease of use.

Currency	Base Price
USD	USD 150
EUR	EUR 110
GBP	GBP 100
JPY	JPY 15,000
AUD	AUD 150
CAD	CAD 150

All examples which follow in this Pricing Guide use the USD base price for the purpose of illustration, however the relevant currency that applies for the relevant Licensed Territory will be used in any event.

1.2 Country and Licensed Territory

Countries have been classified into 5 tiers, based on population and GDP, see Appendix A.

Base price for each country has been set based on these tiers and the associated multipliers as set out below:

Country	Multiplier	USD Price
Tier 1	1.00X	\$150
Tier 2	0.90X	\$135
Tier 3	0.81X	\$120
Tier 4	0.73X	\$110
Tier 5	0.73X	\$110

Countries in tiers 1 through 4 will be able to participate in auctions on an individual country basis (each a **Licensed Territory**). Countries in Tier 5 have been combined into 8 regional groups, for auction purposes (each such regional group being a **Licensed Territory**).

These may be reviewed from time to time depending on country growth rates.

1.3 Categorisation

Content will incur the following multipliers based on their categorisation:

Category	Multiplier	USD Price
Premium First Rights – Group Auction	3.33X	\$500
Exclusive Scoop – Individual Auction	3.33X	\$500
Exclusive Scoop – Group Auction	5.00X	\$750

2 Auctions - minimum bid increments

The minimum bid increment in any auction for Tier 1, 2 or 3 countries will be:

Currency	Minimum Bid Increment
USD	USD 100
EUR	EUR 100
GBP	GBP 100
JPY	JPY 10,000
AUD	AUD 100
CAD	CAD 100

The minimum bid increment in any auction for Tier 4 or 5 countries will be:

Currency	Minimum Bid Increment
USD	USD 50
EUR	EUR 50
GBP	GBP 50
JPY	JPY 5,000
AUD	AUD 50
CAD	CAD 50

3 Non-auction Content – licence rights

The fees set out in this section apply to Content that is not licensed by way of auction. This includes Premium First Rights Content (acquired by way of Purchase Request), First Rights Content, Red Carpet Content and Stock Content.

3.1 Base Price

The base price used has been set as USD\$150 and is for Content licensed for Editorial Use for a single use of the Content in the Licensed Territory in a single edition of a broadcast or magazine, newspaper or other print publication (on a secondary or interior page) across print, web and app formats.

Prices are rounded for ease of use.

Following are the base prices for all currencies which have been converted using exchange rates current as of the date of this document. These may be reviewed from time to time depending on exchange rate fluctuations.

Currency	Base Price
USD	USD 150
EUR	EUR 110
GBP	GBP 100
JPY	JPY 15,000
AUD	AUD 150
CAD	CAD 150

3.2 Country and Licensed Territory

Countries have been classified into 5 tiers, based on population and GDP, see Appendix A.

Base price for each country or multiple countries has been set based on these tiers and the associated multipliers as set out below:

Country	Multiplier	USD Price
Global	1.50X	\$225
3 Countries	1.35X	\$200
2 Countries	1.20X	\$180
Tier 1	1.00X	\$150
Tier 2	0.90X	\$135
Tier 3	0.81X	\$120
Tier 4	0.73X	\$110
Tier 5	0.73X	\$110

Countries in tiers 1 through 4 are each a **Licensed Territory**. Countries in Tier 5 have been combined into 8 regional groups (each such regional group also being a **Licensed Territory**).

The relevant Licensed Territory will be that stipulated by the buyer.

These may be reviewed from time to time depending on country growth rates.

3.3 Starting Prices

Content will incur the following multipliers based on their categorisation:

Category	Multiplier	USD Price
Handouts	0.00X	Free
Red Carpet* & Discounted Stock	0.67X	\$100
Stock	1.00X	\$150
First Rights* & Premium Stock	1.50X	\$225
Premium First Rights*	2.25X	\$340

* Editorial Use Only

3.4 Purpose Multiplier

Use of the Content for purposes other than Editorial Use will incur the following multipliers:

Purpose	Multiplier	USD Price
Editorial Use (Print, Broadcast, Online)	1.00X	\$150
Publishing (non-Editorial)	1.00X	\$150
Corporate Website or Application	2.00X	\$300
Retail Application	2.00X	\$300
Advertising & Marketing	2.00X	\$300
Film, TV & Video (non-Editorial)	3.00X	\$450
Internal Use	1.00X	\$150
Product & Packaging	5.00X	\$750

Each of the above purposes may also have specific usage multipliers as described in section 3.9, which apply in addition to these multipliers.

3.5 Placement and Multiple Use Multiplier*

Use of the Content for placement other than on a single interior or secondary page or use more than once will incur the following multipliers:

Placement	Multiplier	USD Price
Interior / Secondary Page	1.00X	\$150
Multiple Use - Interior	1.50X	\$225
Cover / Home / Front Page	2.00X	\$300
Multiple Use – Cover and Interior	2.50X	\$375

*Placement Multiplier not applicable for Retail Application, Advertising & Marketing, Film, TV & Video and Internal Use.

3.6 Size Multiplier*

Use of the Content for a size greater than 1/8 of a page will incur the following multipliers:

Size	Multiplier	USD Price
Up to 1/8 Page	1.00X	\$150
Up to ¼ Page	1.25X	\$185
Up to ½ Page	1.50X	\$225
Up to 1 Full Page	1.75X	\$260
Larger than 1 Full Page	2.00X	\$300

*Size Multiplier not applicable for Editorial Use, Retail Application, Film, TV & Video and Internal Use.

3.7 Circulation Multiplier*

Use of the Content for circulation of more than 5,000* copies will incur the following multipliers:

Circulation**	Multiplier	USD Price
Up to 5,000	1.00X	\$150
Up to 10,000	1.15X	\$170
Up to 25,000	1.30X	\$195
Up to 50,000	1.45X	\$215
Up to 100,000	1.60X	\$240
Up to 250,000	1.75X	\$260
Up to 500,000	1.90X	\$285
Up to 1 million	2.05X	\$305
Up to 3 million	2.20X	\$330
Up to 5 million	2.35X	\$350
Up to 10 million	2.50X	\$375
Up to 20 million	2.65X	\$395
Up to 30 million	2.80X	\$420
More than 30 million	2.95X	\$440

*Circulation Multiplier not applicable for Editorial Use, Corporate Website/Application, Film, TV & Video and Internal Use.

**Each advertising billboard, display and poster and internal use equates to a circulation of 1,000.

3.8 Duration Multiplier*

Use of the Content for greater than 1 (one) month will incur the following multipliers:

Duration	Multiplier	USD Price
Up to 1 Month	1.00X	\$150
Up to 3 Months	1.30X	\$195
Up to 6 Months	1.60X	\$240
Up to 1 Year	1.90X	\$285
Up to 2 Years	2.20X	\$330
Up to 3 Years	2.50X	\$375
Up to 5 Years	2.80X	\$420
Up to 10 Year	3.10X	\$465

*Duration Multiplier not applicable for Editorial, Publishing and Film, TV & Video Use.



3.9 Usage Multipliers

Specific usage of the content will incur a multiplier depending on the purpose for which it is being used. These multipliers are as follows:

Editorial*	Multiplier	USD Price
Metropolitan / National	1.00X	\$150
Regional	0.67X	\$100
Community	0.50X	\$75
Web Only	0.50X	\$75

* Usage is determined by Diimex, at its sole discretion, and is based on geographic distribution, circulation and population.

Advertising	Multiplier	USD Price
Print	1.00X	\$150
Web / App / Social Media	1.00X	\$150
Electronic Distribution	1.00X	\$150
Display / Poster	2.00X	\$300
Billboard	3.00X	\$450
TV / Video	3.00X	\$450
All Mediums	6.00X	\$900

Film, TV and Video	Multiplier	USD Price
TV	1.00X	\$150
Film	5.00X	\$750
Title Sequence	5.00X	\$750
Music Video	5.00X	\$750

Internal Use	Multiplier	USD Price
Display	1.50X	\$225
Other	1.00X	\$150

3.10 Exclusivity Premium*

Exclusive use of the Content will incur the following multipliers:

Exclusivity	Multiplier	USD Price
Use	5.00X	\$750
Total	10.00X	\$1,500

*Exclusivity Premium not applicable for Editorial, Publishing or Film, TV & Video Use.

4 Convenience Fee on credit card payments

A convenience fee of up to 2.95% of the transaction amount may be charged for any payments made by credit card. See Appendix A.

This fee is to cover the costs incurred by Diimex from credit card companies.

5 Discounts on the Licence Fees of “Non-auction” content

If you are a Gold Purchaser or Platinum Purchaser in a calendar month, the Licence Fees **and Loading Fees** for Non-Auction Content in the next calendar month are reduced as follows:

- (a) if you are a Gold Customer, the Licence Fees **and Loading Fees are** 90% of the amounts specified in the Pricing Guide for the relevant territory; and
- (b) if you are a Platinum Customer, the Licence Fees **and Loading Fees are** 80% of the amounts specified in the Pricing Guide for the relevant territory.



Part B – Fees for Contributors

6 Data storage fee for contributors

A data storage fee will be payable if the Sublicence Fees for your Accepted Content retained by Diimex (i.e. less your commission) are less than the data storage fee as listed below:

USD 10 per month per 10GB of storage or part thereof.

This fee is to cover the cost incurred by Diimex for the storage of your Accepted Content.

7 Fees for Handouts

Contributors are charged a USD 10 fee for images and USD 100 for video for every handout downloaded by editorial buyers. The fee is applicable to each and every download until removed by the contributor.

8 Currency conversion fee for contributors

A currency conversion fee of 1.5% will be payable to convert your commission from foreign currency sales to your domestic currency.

This fee is to cover the costs incurred by Diimex for the conversion of any currencies.



9 Definitions

In this Pricing Guide:

Editorial Use means to publish the Content for a newsworthy purpose that is of interest to the public.

Gold Customer means where the total Licence Fees and Loading Fees paid and payable by you in the previous calendar month were greater than USD 50,000.

Platinum Customer means where the total Licence Fees and Loading Fees paid and payable by you in the previous calendar month were greater than USD 100,000.



Appendix A

1 Tier 1 Countries

Country	Time Zone	Currency	Credit Card Convenience Fee	Early Payment Facility*
Australia	Sydney	AUD	2.95%	Yes
Canada	New York	CAD	2.95%	Yes
France	Paris	EUR	2.95%	Yes
Germany	Paris	EUR	2.95%	Yes
Italy	Paris	EUR	2.95%	Yes
Japan	Beijing	JPY	2.95%	N/A
United Kingdom	London	GBP	2.95%	Yes
United States	New York	USD	2.95%	Yes

digital image exchange

2 Tier 2 Countries

Country	Time Zone	Currency	Credit Card Convenience Fee	Early Payment Facility*
Austria	Paris	EUR	2.95%	N/A
Belgium	Paris	EUR	2.95%	N/A
Brazil	Rio de Janeiro	USD	2.95%	N/A
Denmark	Paris	EUR	2.95%	N/A
Netherlands	Paris	EUR	2.95%	N/A
Norway	Paris	EUR	2.95%	N/A
Russia	Moscow	USD	2.95%	N/A
Saudi Arabia	Moscow	USD	2.95%	N/A
South Korea	Beijing	USD	2.95%	N/A
Spain	Paris	EUR	2.95%	N/A
Sweden	Paris	EUR	2.95%	N/A
Switzerland	Paris	EUR	2.95%	N/A
Taiwan	Beijing	USD	2.95%	N/A

3 Tier 3 Countries

Country	Time Zone	Currency	Credit Card Convenience Fee	Early Payment Facility*
Argentina	Rio de Janeiro	USD	2.95%	N/A
Chile	Rio de Janeiro	USD	2.95%	N/A
China	Beijing	USD	2.95%	N/A
Czech Republic	Paris	EUR	2.95%	N/A
Finland	Paris	EUR	2.95%	N/A
Greece	Paris	EUR	2.95%	N/A
Hong Kong	Beijing	USD	2.95%	Yes
Israel	Moscow	USD	2.95%	N/A
Kuwait	Moscow	USD	2.95%	N/A
Malaysia	Beijing	USD	2.95%	N/A
Mexico	New York	USD	2.95%	N/A
New Zealand	Sydney	USD	2.95%	Yes
Poland	Paris	EUR	2.95%	N/A
Portugal	Paris	EUR	2.95%	N/A
Qatar	Moscow	USD	2.95%	N/A
Republic of Ireland	London	EUR	2.95%	Yes
Singapore	Beijing	USD	2.95%	Yes

Country	Time Zone	Currency	Credit Card Convenience Fee	Early Payment Facility*
South Africa	Paris	USD	2.95%	N/A
Turkey	Moscow	USD	2.95%	N/A
United Arab Emirates	Moscow	USD	2.95%	N/A
Venezuela	Rio de Janeiro	USD	2.95%	N/A



4 Tier 4 Countries

Country	Time Zone	Currency	Credit Card Convenience Fee	Early Payment Facility*
Algeria	Paris	USD	2.95%	N/A
Colombia	Rio de Janeiro	USD	2.95%	N/A
Egypt	Paris	USD	2.95%	N/A
Hungary	Paris	EUR	2.95%	N/A
India	Delhi	USD	2.95%	N/A
Indonesia	Beijing	USD	2.95%	N/A
Kazakhstan	Moscow	USD	2.95%	N/A
Peru	Rio de Janeiro	USD	2.95%	N/A
Philippines	Beijing	USD	2.95%	N/A
Romania	Paris	EUR	2.95%	N/A
Thailand	Beijing	USD	2.95%	N/A
Ukraine	Paris	EUR	2.95%	N/A

5 Tier 5 Regions

Country	Time Zone	Currency	Credit Card Convenience Fee	Early Payment Facility*
Other African Country ¹	Paris	USD	2.95%	N/A
Other Asian Country ²	Beijing	USD	2.95%	N/A
Other European Country ³	Paris	EUR	2.95%	N/A
Other Indian Subcontinent Country ⁴	Delhi	USD	2.95%	N/A
Other Middle Eastern Country ⁵	Moscow	USD	2.95%	N/A
Other North American Country ⁶	New York	USD	2.95%	N/A
Other Oceanic Country ⁷	Sydney	USD	2.95%	N/A
Other South American Country ⁸	Rio de Janeiro	USD	2.95%	N/A

***Special Note regarding the Early Payment Facility**

The Early Payment Facility relates to the country in which the buyer is based and not the contributor. As such it is only available for invoices issued to buyers from certain countries. These countries are denoted in the above tables with a “Yes” in the Early Payment Facility column.

^{1,2,3,4,5,6,7,8} Rights purchased for Tier 5 regions include the rights for the following countries:

6 Tier 5 Region Rights

^{1,2,3,4,5,6,7,8} Rights purchased for Tier 5 regions include the rights for the following countries:

² Asia	³ Europe	³ Europe	⁴ Indian Subcontinent	⁵ Middle East
Brunei	Albania	Montenegro	Bangladesh	Afghanistan
Cambodia (Kampuchea)	Andorra	San Marino	Bhutan	Armenia
East Timor	Belarus	Serbia	Maldives	Azerbaijan
Laos	Bosnia and Herzegovina	Slovakia	Nepal	Bahrain
Macau	Bulgaria	Slovenia	Pakistan	Georgia
Mongolia	Croatia	Vatican City	Sri Lanka	Jordan
Tibet	Cyprus			Kyrgyzstan
Vietnam	Estonia			Lebanon
	Greenland			Oman
	Iceland			Palestine
	Latvia			Tajikistan
	Liechtenstein			Turkmenistan
	Lithuania			Uzbekistan
	Luxembourg			Yemen
	Malta			
	Moldova			
	Monaco			

⁶ North America	⁶ North America	⁷ Oceania	⁷ Oceania	⁸ South America
Anguilla	Guatemala	American Samoa	Papua New Guinea	Bolivia
Antigua and Barbuda	Haiti	Christmas Island	Pitcairn Islands	Ecuador
Aruba	Honduras	Cocos (Keeling) Islands	Samoa	French Guiana
Bahamas	Jamaica	Cook Islands	Solomon Islands	Guyana
Barbados	Martinique	Federated States of Micronesia	Tokelau	Paraguay
Belize	Montserrat	French Polynesia	Tonga	Suriname
Bermuda	Nicaragua	Guam	Tuvalu	Uruguay
Cayman Islands	Panama	Kiribati	Vanuatu	
Costa Rica	Saint Kitts and Nevis	Marshall Islands	Wallis and Futuna Islands	
Dominica	Saint Lucia	Nauru		
Dominican Republic	Saint Vincent and the Grenadines	New Caledonia		
El Salvador	Trinidad and Tobago	Niue		
Grenada	Turks and Caicos	Northern Mariana Islands		
Guadelupe		Palau		

¹ Africa	¹ Africa	¹ Africa
Abyssinia	Guinea	Rwanda
Angola	Kenya	São Tomé and Príncipe
Benin	Lesotho	Senegal
Botswana	Madagascar	Seychelles
Burkina Faso	Malawi	Sierra Leone
Burundi	Mali	South Sudan
Cameroon	Mauritania	Swaziland
Cape Verde	Mauritius	Tanzania
Central African Republic	Morocco	The Gambia
Chad	Mozambique	Togo
Comoros	Namibia	Tunisia
Djibouti	Niger	Uganda
Equatorial Guinea	Nigeria	Western Sahara
Ethiopia	Region Reunion	Zaire
Gabon	Republic of the Congo	Zambia
Ghana	Republic of the Gambia	

7 Sanctioned Countries

The following countries have sanctions imposed against them and as such Diimex is unable to make payments or distribute content to parties in these countries:

Sanctioned Countries
Côte d'Ivoire (Ivory Coast)
Cuba
Democratic Republic of the Congo
Democratic People's Republic of Korea
Eritrea
Fiji
Guinea-Bissau
Iraq
Islamic Republic of Iran
Liberia
Libyan Arab Jamahiriya
Macedonia
Myanmar
Sudan
Somalia
Syrian Arab Republic
Zimbabwe