

How to use licensed artwork

Sometimes, there really is no budget for custom work. On top of a licensing price, you're paying a "production price" which makes an image uniquely suited to your work, but does add a premium. However, not all work you see online is off limits! If you license a ready-made image, your costs could be much lower.

How do I know if an image is available?

If an image belongs to a brand, you can probably assume it's not available for licensing. Think of book covers that an artist makes for a publisher or another author, or fanart someone makes for an existing (board) game.

However, if it's personal work and doesn't belong to another IP, the image might be available to license! Some artists have a separate licensing page or indicate on the art page itself that the image is available. If there's no indication of an image being available, email the artist. They'll know if you can use the image and tell you more about rates.

What are the rates for licensing?

Obviously there is no one answer to this, because every artist will determine their

own rates. However, you can safely assume that general licensing for a non-exclusive piece will be around € 150 - 900, depending on various factors like how established they are, how heavy they depend on licensing and how much interest there is for licensing their artwork.

Do I need a contract?

Please do! Every business transaction benefits from a contract. This doesn't mean it needs to be a 10-page long document, though. Just put down the terms, date the document and both sign it. Done.

What I usually include in my licensing contracts:

- Which piece it is
- How long you'll be able to use it (1 year/5 years/in perpetuity)
- What the licensing amount is
- Which region you'll be able to use it in (Europe, US, Asia, Worldwide?)
- If the rights are exclusive or non-exclusive

If you have any questions or remarks or just want to get in touch, feel free to email me at artbiz@rengintumer.com.

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