

NRL Rate Card - Match Vision and Photos

This forms part of the Digital Operations Processes.

This provides the rates for NRL archived match vision and photos for commercial and non-commercial use.

We may update the NRL Rate Card from time to time, in which case we will post the updated version of the NRL Rate Card on our NRL Help website (<https://help.nrl.com>). As such, please check back periodically to see if our NRL Rate Card has been updated.

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Ensure that the relevant permissions and approvals have been obtained prior to using video footage and photo images commercially.

Please contact the Content Services Team who will review your request.

Refer to:

- [Image Licensing and Commercialisation](#)
- [Video Licensing](#)
- [Archive Retrieval - Footage](#)

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Related How To Guides

- [What is Watch NRL?](#)

FAQs & Troubleshooting

- [Advertise with NRL - Explore the opportunities](#)
- [All about Fantasy: Leagues, Players and Stats](#)
- [Changes to NRL Live Pass](#)
- [Didn't receive the reset password email for NRL Account?](#)
- [Didn't receive the verification email or 4 digit code?](#)
- [Fantasy Coach](#)
- [Fantasy Draft - Trades, Player Values and Scores](#)
- [Fantasy Only - Trades, Player Value and Positions](#)
- [I am blocked from watching video in my country](#)
- [I am trying to play Fantasy and am experiencing issues with my account setup...](#)

NRL and Archived Match Vision

Technical and Fulfilment	All standard projects will be subject to a minimum \$900 fee. Some projects will be subject to quote.				
NRL (Internal), State Leagues, Clubs, etc.					
NRL Club and State rights agreements allows the use of NRL and archived vision for club promotional purposes only at no cost on their NRL Network Channels (websites and social channels) i.e. Non - commercial purposes. Technical and Fulfilment fees will still apply and these can vary significantly by request dependent on where vision is located, has it been digitised and logged, delivery method etc).					
Commercial Partner (Advertising Use)**					
Type	Price	Standard Rights Period	Min. or part thereof	Additional Rights Period	
TV Commercials				6 Months	1 Year 2 Years

Broadcast	\$5,000.00	3 Months	up to 5 Seconds	x2	x3	x4
Digital	\$2,500.00	3 Months	up to 5 Seconds	x2	x3	x4
Broadcast & Digital	\$6,500.00	3 Months	up to 5 Seconds	x2	x3	x4
Digital Promo	\$2,500.00	12 Months	up to 1 minute			
Non - Broadcast						
Corporate & Promotional	\$1,500.00	12 Months	up to 1 Minute			
Corporate & Promotional	\$4,500.00	12 Months	up to 5 Minutes			
Non-Commercial Partner (Advertising Use)**						
TV Commercials				6 Months	1 Year	2 Years
Broadcast	\$7,500.00	3 Months	up to 5 Seconds	x2	x3	x4
Digital	\$3,750.00	3 Months	up to 5 Seconds	x2	x3	x4
Broadcast & Digital	\$9,750.00	3 Months	up to 5 Seconds	x2	x3	x4
Digital Promo	\$2,500.00	12 Months	up to 1 minute			
Non - Broadcast						
Corporate & Promotional	\$2,500.00	12 Months	up to 1 Minute			
Corporate & Promotional	\$7,500.00	12 Months	up to 5 Minutes			
Broadcast Programming						
Broadcast (Inc. Catch-Up)	\$3,900.00	3 Months	up to 1 Minute			
Broadcast (Inc. Catch-Up)	\$11,700.00	3 Months	up to 5 Minutes			
All Media	\$5,850.00	3 Months	up to 1 Minute			
All Media	\$17,550.00	3 Months	up to 5 Minutes			

** State of Origin, Test Match and NRL Grand Final Match Vision incurs a 20% loading on above prices.

NRL and Archived Photos*

Technical and Fulfilment	All standard projects will be subject to a minimum \$500 fee per project. Some projects will be subject to quote					
NRL (Internal), State Leagues, Clubs etc.						
NRL Club rights agreements allows the use of NRL and archived images for club promotional purposes only ie. Non - commercial purposes. Technical and Fulfilment fees will still apply.						
Licencees						
	2.5% of Wholesale Price*	Term of Licencee Contract				
* Minimum Guarantee of \$1,000						
Editorial (including Online Editorial)						

More Insight

- [2019 NRL Pre-Season Trial Matches](#)
- [Advertise with NRL - Explore the opportunities](#)
- [Archive Retrieval - Footage](#)
- [Community Rugby League - MySideline, Online Learning Centre and Play Rugby League](#)
- [Deleting your NRL Account](#)
- [Image Licensing and Commercialisation](#)
- [Information to provide in your Content Services Brief or Request](#)
- [Make an NRL Content Services \(Film & Photos\) Request](#)
- [Problems with Telstra NRL App or Live Pass](#)
- [Supported browsers, devices and operating systems](#)

	Per Image			3-4 images	5+ images	10+ images
Newspapers /Magazines	\$150.00		per image	\$120.00	\$105.00	Contact Rep
Books	\$250.00		per image	\$200.00	\$175.00	Contact Rep
Books/Magazines (Cover)	\$500.00		per image	\$400.00	\$350.00	
Commercial Partner**						
Digital Use	per image			2+ images	5+ images	10+ images
Social Media	\$400.00	3 Months	per image	\$320.00	\$280.00	Contact Rep
Online (website,apps)	\$750.00	6 Months	per image	\$600.00	\$525.00	Contact Rep
EDM	\$1,500.00	3 Months	per image	\$1,200.00	\$1,050.00	Contact Rep
Unlimited Digital Use	\$2,500.00	6 Months	per image	\$2,000.00	\$1,750.00	Contact Rep
Marketing/Advert Use	per image			1+ images	5+ images	10+ images
Brochure/Postcard /Flyer	\$1,500.00	3 Months	per image	\$1,200.00	\$1,050.00	Contact Rep
Print Ads	\$2,000.00	3 Months	per image	\$1,600.00	\$1,400.00	Contact Rep
Billboards/Transit Ads	\$3,000.00	3 Months	per image	\$2,400.00	\$2,100.00	Contact Rep
POS/Packaging	\$1,750.00	3 Months	per image	\$1,400.00	\$1,225.00	Contact Rep
Corporate and Promotional	per image			1+ images	5+ images	10+ images
Internal Presentation	\$500.00	12 Months	per image	\$400.00	\$350.00	Contact Rep
Internal Newsletter /EDM/Website	\$300.00	12 Months	per image	\$240.00	\$210.00	Contact Rep
Broadcast	per image			1+ images	5+ images	10+ images
TVC	\$1,000.00	12 Months	per image	\$800.00	\$700.00	Contact Rep
Broadcast Programming	\$500.00	12 Months	per image	\$400.00	\$350.00	Contact Rep
Non-Commercial Partner**						
Digital Use	per image			1+ images	5+ images	10+ images
Social Media	\$600.00	3 Months	per image	\$480.00	\$420.00	Contact Rep
Online (website, apps)	\$1,150.00	6 Months	per image	\$920.00	\$805.00	Contact Rep
EDM	\$2,250.00	3 Months	per image	\$1,800.00	\$1,575.00	Contact Rep
Unlimited Digital Use	\$3,750.00	6 Months	per image	\$3,000.00	\$2,625.00	Contact Rep
Marketing/Advert Use	Per Image			1+ images	5+ images	10+ images
Brochure/Postcard /Flyer	\$2,250.00	3 Months	per image	\$1,800.00	\$1,575.00	Contact Rep

Print Ads	\$3,000.00	3 Months	per image	\$2,400.00	\$2,100.00	Contact Rep
Billboards/Transit Ads	\$3,750.00	3 Months	per image	\$3,000.00	\$2,625.00	Contact Rep
POS/Packaging	\$2,750.00	3 Months	per image	\$2,200.00	\$1,925.00	Contact Rep
Corporate and Promotional	per image			1+ images	5+ images	10+ images
Internal Presentation	\$750.00	12 Months	per image	\$600.00	\$525.00	Contact Rep
Internal Newsletter /EDM/Website	\$450.00	12 Months	per image	\$360.00	\$315.00	Contact Rep
Broadcast	per image			1+ images	5+ images	10+ images
TVC	\$1,500.00	12 Months	per image	\$1,200.00	\$1,050.00	Contact Rep
Broadcast Programming	\$750.00	12 Months	per image	\$600.00	\$525.00	Contact Rep

* All images must include at least three (3) easily facially recognisable players in each shot unless player approval received.

** SOO, Test Match and NRL Grand Final Match Vision incur a 20% loading on above prices.