

# NRL Rate Card - NRL, NRL Clubs and State Leagues

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.

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

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

For further detail, refer to:

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

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## NRL Match Vision

<i>Technical and Fulfilment</i>	<i>All standard projects will be subject to a minimum \$900 fee. Some projects will be subject to quote.</i>
<i>Loading for Premium Content</i>	<i>State of Origin, Test Match and NRL Grand Final Match Vision incurs a 20% loading on the below prices.</i>

### NRL, NRL Club and State Leagues

Existing rights agreements with NRL Clubs and State Leagues allow for the use of NRL and archived vision for club promotional purposes at no cost on their NRL Network Channels only - i.e. for non-commercial purposes.

Technical and Fulfilment Fees will still apply and these can vary significantly per request dependent on where vision is located - e.g. has it been digitised and logged, the delivery method etc.

### NRL Partner - Advertising Use

Type	Price	Standard Rights Period	Min. or part thereof	Additional Rights Period		
				6 Months	1 Year	2 Years
<b>TV Commercials</b>						
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			
<b>Non - Broadcast</b>						
Corporate & Promotional	\$1,500.00	12 Months	up to 1 Minute			
Corporate & Promotional	\$4,500.00	12 Months	up to 5 Minutes			

### Non-Partner - Advertising Use

TV Commercials	Price	Standard Rights Period	Min. or part thereof	Additional Rights Period		
				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			
<b>Non - Broadcast</b>						
Corporate & Promotional	\$2,500.00	12 Months	up to 1 Minute			
Corporate & Promotional	\$7,500.00	12 Months	up to 5 Minutes			
<b>Non-Partner - Broadcast Programming</b>						
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			

## NRL Photos

<i>Technical and Fulfilment</i>	<i>All standard projects will be subject to a minimum \$500 fee per project. Some projects will be subject to quote</i>
<i>Loading for Premium Content</i>	<i>State of Origin, Test Match and NRL Grand Final Match Vision incurs a 20% loading on the below prices.</i>
<i>Conditions for Images</i>	<i>All images must include at least three (3) easily facially recognisable players in each shot unless player approval received.</i>

### NRL, NRL Clubs and State Leagues

Existing rights agreements with NRL Clubs and State Leagues allow for the use of NRL and archived images at no cost for club promotional purposes only - i.e. for non-commercial purposes. Technical and Fulfilment Fees will still apply.

### Licencees

	2.5% of Wholesale Price*	Term of Licencee Contract				
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\* Minimum Guarantee of \$1,000

### Non-Partner - Publisher

	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	

### NRL Partner - Commercial Use

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

<b>Marketing/Advert Use</b>	<b>per image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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
<b>Corporate and Promotional</b>	<b>per image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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
<b>Broadcast</b>	<b>per image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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
<b>Non Partner - Commercial Use</b>						
<b>Digital Use</b>	<b>per image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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
<b>Marketing/Advert Use</b>	<b>Per Image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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
<b>Corporate and Promotional</b>	<b>per image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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
<b>Broadcast</b>	<b>per image</b>			<b>1+ images</b>	<b>5+ images</b>	<b>10+ images</b>
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