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HOME SEARCH INDUSTRY NEWS MEDIA INFORMATION PRODUCTION ONLINE

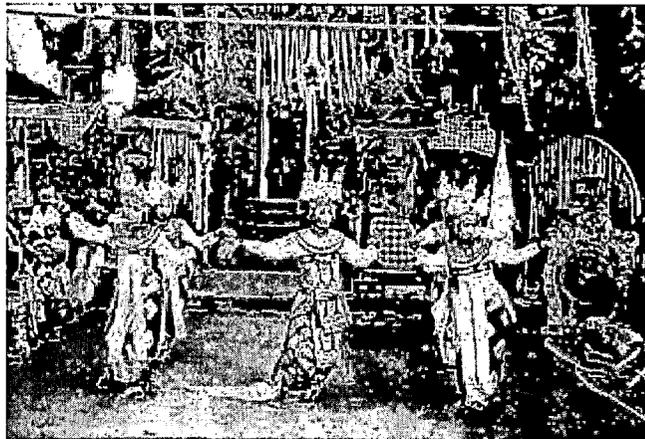
Stock Footage Online is the indispensable resource for buyers and sellers of digital and film stock footage



Company Profile

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CNN ImageSource



Contact Details

One CNN Center
North Tower
North Tower
Atlanta
GA 30303
USA

Tel: + 404 827 332
Fax: + 404 827 18

Email: Ainie.Hastin
Website: www.cnn

Profile of the company

Access CNN's extensive video collection of news, entertainment and lifestyle images to enhance your own production. Hundreds of companies do. Filmmakers, advertising agents, corporations, desktop publishers, charitable organizations, educators and other news agencies and entertainment companies all rely on CNN ImageSource for excellent service at competitive prices. We've tailored our services to meet your needs, including self-service online research and ordering at www.cnnimagesource.com and the personal assistance of a full staff of researchers and licensing agents trained to address rights and clearances issues.

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Beth

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Stock Footage Index
32 Queensway
London
W2 3RX

Telephone:
+44 (0)207 727 4236
Fax:
+44 (0)207 792 4034

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"Once again our thanks for your supreme effort in helping us turn this mammoth undertaking into a successful endeavor. Couldn't have done it without your patience and swift response to each and every request we threw your way."

Reuel Kaplin,
Reuel Kaplan Productions, Chicago, IL

"Let me thank you all for taking the time to service our story needs as quickly and efficiently as you did. It was a pleasure to work with such a highly skilled and organized group and made our work significantly easier."

John Hammond
Executive Producer, Electronic Media, UAW

"I wanted to write and thank you for your help in making With Liberty and Access for All, a dynamic, compelling documentary. The footage you found for me makes a powerful impact in illustrating these disabled individuals' personal stories."

Linda Litowsky,
Producer
L&M Productions, Austin, TX

CNN Imagesource
London Office
Turner House
16 Great Marlborough St
London
W1F 7HS
UK
Tel: +44 (0) 20 7693 1540
Fax: +44 (0) 20 7693 1541
Email: cnn.imagesourceuk@turner.com

*(\$70 second
local
\$12 second
2.50*

\$150 -

*\$25 per second -
30.50*

30 second minimum

\$50 second

*Non Profit
Unlimited Distribution
\$12 per second
2.50*

CNN ImageSource

Rate Card

BROADCAST RIGHTS per 30-sec
second minimum

All Rights		
- Worldwide	\$90	\$2,700
- Worldwide except Theatrical	\$75	\$2,250
All TV		
- Worldwide	\$50	\$1,500
- Worldwide plus Home Video.	\$60	\$1,800
- Worldwide excluding US	\$40	\$1,200
- US	\$40	\$1,200
- Non-US (one country)	\$35	\$1,050
Public/Non-commercial TV (US only)		
- US	\$15	\$450
- US & Home/School Distribution (PBS only)	\$20	\$600
- All TV worldwide, excluding US commercial TV, with commercial market video distribution.	\$27	\$810
- Public Access	\$5	\$150
Free TV		
- Local Station (Newsource affiliate)	\$5	\$150
- Local Station	\$10	\$300
- US Network	\$25	\$750
- Non-US (one country)	\$25	\$750
- Worldwide	\$35	\$1,050
- Syndication-US	\$25	\$750
Cable TV/Satellite		
- US	\$25	\$750
- Non-US (one country)	\$25	\$750
- Worldwide	\$35	\$1,050
Commercials (one-year license period) 10-sec minimum		
- PSA	*See below	
- Local TV	\$60	\$600
- Regional US TV	\$90	\$900
- US TV	\$135	\$1,350
- Worldwide TV	\$165	\$1,650
- New Media (Internet, Interactive)	\$60	\$600
* Traditional PSA: No trade, political or interest group tie-ins.		
- Regional	\$25	\$250
- National	\$30	\$300
- Worldwide	\$60	\$600
* Advocacy PSA: Has trade, political or interest group tie-ins.		
- Regional	\$60	\$600
- National	\$90	\$900
- Worldwide	\$110	\$1,100

* Corporate branded PSAs are treated as regular commercials.

NON-BROADCAST RIGHTS per 30-sec
second minimum

Non-profit/Cultural internal		
- No distribution	\$10	\$300
- Distribution	\$12	\$360
Non-profit/Cultural promotional		
- No distribution	\$14	\$420
- Distribution	\$15	\$450
Corporate		
- Internal (includes distribution)	\$20	\$600
- External/promotional (includes distribution)	\$35	\$1,050
- Government (includes distribution)	\$15	\$450
Videocassettes/discs		
- Worldwide	\$32	\$960
- US	\$28	\$840
CD-ROM		
- Worldwide	\$25	\$750
- US	\$20	\$600
Theatrical		
- US	\$40	\$1,200
- Non-US (one country)	\$40	\$1,200
- Worldwide	\$50	\$1,500
- Short Movie (under 60 minutes)	\$25	\$750
- Electronic Games	\$40	\$1,200
Public display (Live Theatre, Concerts, Clubs, etc.)		
- Major	\$25	\$750
- Minor	\$10	\$300
Internet		
- Non-profit (.org/.edu)	\$10	\$300
- Government (.gov)	\$15	\$450
- Corporate (.com/.net)/one site	\$20	\$600
- Corporate (.com/.net)/multiple sites	\$30	\$900
- Non-theatric	\$25	\$750
- Music Video	\$25	\$750

Research: \$50 per hour.

Duplication: \$175 per hour to Beta SP, Beta Oxide, 3/4", or VHS.

License period: 10 year standard listed. Perpetuity is 25% extra.

Multiple rights: Add 25% of each additional category to primary category.

Note: Commercials have one-year licenses; additional years are available

No per-cut fee.

Volume discounts available.

Production material of special value subject to higher rates.