

FURTHER USAGE FEES

a) Media Use :

Media	Additional media within licence period	Additional year after licence period	Additional 2nd year after licence period	Additional 3rd year + after licence period		Notes : % is on the negotiated BUR at not less than the usual day rate. 6 months further usage would normally be charges at 50% of the increase indicated
Books	25-50%	25-50%	12.5-25%	12.5-25%		
Brochure	25-50%	25-50%%	12.5-25%	12.5-50%		
Calendar	100%	n/a	n/a	n/a		
Catalogue	100%	100%	50%	50%		
Direct Mail	25-50%	25-50%	12.5-25%	12.5-25%		
Magazine consumer (editorial)	100%	100%	50%	50%		
Magazine trade	100%	100%	50%	50%		
National press	100%	100%	50%	50%		
NGO publications	25%	25%	12.5-25%	12.5-25%		
Packaging						
Point of sale	25-50%	25-50%	12.5-25%	12.5-25%		
Postcards	25-50%	25-50%	12.5-25%	12.5-25%		
Poster	100%	100%	50%	50%		
PR	25%	25%	12.5%	12.5%		
Billboard (outdoor)	100%	100%	50%	50%		
Television/Cinema, Video, mobiles, CD Ads	25-50%	25-50%	12.5-25%	12.5-25%		
Web site (editorial)	30-100%	30-100%	15-50%	15-50%		
Web Site (advertising)	100%	100%	50%	50%		
Test	Negotiable					
Other (specify) :						

b) Territory :

Territory	Principle media	Single additional media	Multi-media*	2nd year	3rd year	notes
AFRICA:						
<i>Algeria</i>	120%	30-60%	180%	100% of 1 st year	50% of 1 st year	
<i>Egypt</i>	165%	50-80%	225%	100% of 1 st year	50% of 1 st year	
<i>Morocco</i>	120%	30-60%	180%	100% of 1 st year	50% of 1 st year	
<i>Nigeria</i>	180%	45-90%	270%	100% of 1 st year	50% of 1 st year	
<i>All other African countries</i>	60%	15-30%	90%	100% of 1 st year	50% of 1 st year	
Africa BUYOUT	300%					
ASIA						
<i>China</i>	300%	75-150%	450%	100% of 1st year	50% of 1 st year	
<i>Hong Kong</i>	120%	30-60%	180%	100% of 1st year	50% of 1 st year	
<i>India</i>	300%	75-150%	450%	100% of 1st year	50% of 1 st year	
<i>Indonesia</i>	240%	60-120%	360%	100% of 1st year	50% of 1 st year	
<i>Japan</i>	300%	75-150%	450%	100% of 1st year	50% of 1 st year	
<i>Korea (South)</i>	240%	60-120%	360%	100% of 1st year	50% of 1 st year	
<i>Malaysia</i>	165%	40-80%	330%	100% of 1st year	50% of 1 st year	
<i>Pakistan</i>	165%	40-80%	330%	100% of 1st year	50% of 1 st year	
<i>Philippines</i>	180%	45-90%	270%	100% of 1st year	50% of 1 st year	
<i>Singapore</i>	120%	30-60%	180%	100% of 1st year	50% of 1 st year	
<i>Taiwan</i>	180%	45-90%	270%	100% of 1st year	50% of 1 st year	
<i>Thailand</i>	240%	60-120%	360%	100% of 1st year	50% of 1 st year	
<i>All other Asian countries</i>	60%	15-30%	120%	100% of 1st year	50% of 1 st year	

Territory	Principle media	Single additional media	Multi-media*	2nd year	3rd year	notes
Asia BUYOUT	700%					
EUROPE						
<i>Austria</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Belgium</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Czech Rep</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>France</i>	<i>300%</i>	<i>75-150%</i>	<i>450%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Germany</i>	<i>300%</i>	<i>75-150%</i>	<i>450%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Greece</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Hungary</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Ireland</i>	<i>90%</i>	<i>25-45%</i>	<i>135%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Italy</i>	<i>300%</i>	<i>75-150%</i>	<i>450%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Netherlands</i>	<i>165%</i>	<i>40-80%</i>	<i>330%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Poland</i>	<i>240%</i>	<i>60-120%</i>	<i>360%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Portugal</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Romania</i>	<i>165%</i>	<i>40-80%</i>	<i>330%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Russia</i>	<i>300%</i>	<i>75-150%</i>	<i>450%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Serbia & Mont</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Spain</i>	<i>300%</i>	<i>75-150%</i>	<i>450%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Scandanavia</i>	<i>120% per country</i>	<i>30-60% per country</i>	<i>180% per country</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>Switzerland</i>	<i>120%</i>	<i>30-60%</i>	<i>180%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
<i>UK</i>	<i>300%</i>	<i>75-150%</i>	<i>450%</i>	<i>100% of 1st year</i>	<i>50% of 1st year</i>	
Western European BUYOUT	700%					
ALL Europe BUYOUT	1000%					

Territory	Principle media	Single additional media	Multi-media*	2nd year	3rd year	notes
AMERICAS						
USA	600%	150-300%	900%			
Canada	200%	50-100%	300%	100% of 1st year	50% of 1 st year	
USA & CANADA BUYOUT	800%			100% of 1st year	50% of 1 st year	
Mexico	300%	75-150%	450%	100% of 1st year	50% of 1 st year	
All other Central American countries	60%	15-30%	90%	100% of 1st year	50% of 1 st year	
Central America BUYOUT	400%					
N + MIDDLE EAST						
Turkey	240%	60-120%	360%	100% of 1st year	50% of 1 st year	
Saudi Arabia	120%	30-60%	180%	100% of 1st year	50% of 1 st year	
Other N + Middle East countries	60%	15-30%	90%	100% of 1st year	50% of 1 st year	
N + Middle East BUYOUT	300%					
WORLDWIDE BUYOUT	2000%					