STERA, INC. LICENSING GUILDELINES

We are happy to assist you and provide you with high resolution digital files of the Shroud of Turin and related images for your book, article or television program. The catalog of photographs included on the **STERA, Inc. Image Library** page of our website represents the collections of several different Shroud scholars and researchers, including Barrie M. Schwortz, Raymond N. Rogers, Mark Evans and Jean Lorre, all members of the Shroud of Turin Research Project (STURP), the team that performed the first ever in-depth scientific examination of the Shroud in October 1978. You will also find a number of scientific, historical and Shroud related images that we can provide from other sources.

For reproduction in your upcoming book, article or program, you will need to license the specific photographs you wish to use. This is done in the form of a written Licensing Agreement that we will provide to you. Once completed, we will then provide high resolution, reproduction quality digital files to you (or directly to your publisher or graphic artist if you prefer). These are typically delivered via e-mail or ftp connection.

There are several stipulations for the use of the photographs that are incorporated into our standard licensing agreement. These include:

- 1) An adjacent copyright credit line must be included with all reproductions in books or magazines. If this interferes with your page design, the credit line may appear on a separate credits page. For television or video productions, a copyright credit line must appear in the end credits of the program.
- 2) Two copies of the finished printed book or magazine (or a DVD copy of a television or video program) must be provided to us for our archives.
- 3) A modest licensing fee for the use of the photographs is typically charged, based on the positioning of the photos in the book (Front cover, Back cover, Inside), the scope of the book or program's distribution (U.S., North America, World), the language(s) the book or program will be published in and the number of copies printed. This fee is modest and a flat fee can be negotiated based on the use of a quantity of images (rather than applying a per image usage fee), if appropriate. The licensing fee is paid directly to our non-profit organization, STERA, Inc., which is now the legal owner of the materials.

The agreement is a standard one that is used professionally by photographers, artists and publishers.

We will need the following information to complete the necessary agreement for your project, which can include multiple photographs:

- 1. A specific list of the photograph(s) you wish to use. Please include the <u>complete file</u> <u>name</u> for each image. You can simply cut and paste the file names from the STERA, Inc. Image Library page.
- 2. Your complete name, address, phone and contact info
- 3. The publisher's complete name, address, phone and contact info (if different)
- 4. The intended usage of the photographs (book, magazine, television/DVD program, etc.)
- 5. The title (or proposed title) of the book, program or article
- 6. The intended publication or release date of the book, program or article
- 7. The intended number of books, magazines or DVDs to be printed or distributed
- 8. The language of the book, program or article (English, Spanish, French, etc.)
- 9. The intended distribution of the book, program or article (U.S., North America, World, etc.) If you plan to sell the book or program via the Internet, then world rights would be necessary.
- 10. The intended position of the photos within the book, program or article (Front Cover, Back Cover, Inside). Please note that fees for Front and Back Cover usage are higher than for inside usage.
- 11. The deadline for receipt of all photographs

You can simply send us the above information via e-mail to bschwortz@shroud.com. Once we receive it we will draft and send you a preliminary licensing agreement to review, from which we can make any corrections or changes if needed. If you wish, you are welcome to call us and we can discuss the details by telephone. Our number is 719-689-2217 and we are located in Florissant, Colorado. Best time to reach us is between 12:00 noon and 12:00 midnight, M.S.T., seven days a week.

This process may seem a bit complex, but trust that it is necessary to ensure you the highest quality results while still maintaining the integrity of the images. It can be accomplished quickly so it will not interfere with your deadlines.

Due to copyright considerations, we cannot provide high resolution digital files without a written licensing agreement. We do not permit our high resolution files to be published on the internet.