



## Newspaper Websites Price List – Public Relations Agencies (New Licensees)

(Media Monitoring Material)

### Introduction

This price list is for public relations agencies applying for a NLA licence for the first time. It outlines the pricing for the ‘web’ component of the NLA licence. It is for organisations receiving a media monitoring service from a licensed press cuttings agency or web aggregator. This Price List should be read in conjunction with the NLA general **Price List**. Please note that ‘Web’ fees are in addition to the general NLA licence fees and all prices quoted are exclusive of VAT.

### Client Copying Fees

If you send Web **and** Print content electronically to your clients then the fees are calculated per client and according to the number of regional titles required. Please note that the e-mail fee is per individual e-mail address.

Basic Fee Nationals	+ up to 5 regional titles	+ up to 10 regional titles	+ up to 20 regional titles	+ up to 30 regional titles	+ up to 50 regional titles	+ up to 100 regional titles	+ up to 150 regional titles	+ up to 250 regional titles	All regional titles
£143.50	£12.50	£23.00	£42.50	£69.00	£114.50	£223.00	£331.50	£458	£1,373

If you **only** send Web content electronically to your clients then the fees are as follows:

Basic Fee Nationals	+ up to 5 regional titles	+ up to 10 regional titles	+ up to 20 regional titles	+ up to 30 regional titles	+ up to 50 regional titles	+ up to 100 regional titles	+ up to 150 regional titles	+ up to 250 regional titles	All regional titles
£133.50	£11.70	£21.40	£39.30	£63.80	£106.10	£207.10	£307.50	£424.30	£1,273

### Web Options (for internal copying)

Clients of media monitoring agencies can choose between two tariff options depending on requirements. The rights and permissions are standard across each.

**Variable** – The fee for the Variable option is based on the total volume of estimated links in a year.

**Fixed** – The fee for the Fixed option is based on the number of recipients (permitted users) of an electronic service and the organisation’s headcount.

### Variable

To estimate the volume of links supplied in a year the NLA uses actual links received in a 2 week period multiplied by 26 (no. of fortnights in a year) and by the number of staff who receive the cuttings. Each link is charged at the rate of 7.5p.

#### Variable Example

A company who receives on average 20 links in a fortnight, to which 10 staff members have access, would pay:-  
**20 X 10 X 26 X 7.5p = £390.00**



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## Fixed

The fee for the Fixed option is based on the number of recipients of an electronic service and the organisations headcount. Simply select the number of recipients of an electronic service in the first row of the table below and then select your corresponding headcount. Read across to determine the fee payable.

Headcount	1 user	2 to 3	4 to 5	6 to 8	9 to 15	16 to 20	21 to 30	31 to 50	51 to 100	101 to 250	251 to 1000	1001 to 2500	2501 to 10000
1-5	88	88	88										
6-25	88	92	148	207	289	392	494						
26-50	105	157	251	352	492	667	841	1,263					
51-100	141	212	340	475	666	901	1,136	1,707	2,145				
101-500	179	268	429	600	840	1,137	1,434	2,154	2,706	3,740	5,051		
501-1,000	215	323	517	723	1,013	1,371	1,729	2,597	3,264	4,510	6,091		
1,001-5,000	252	379	606	848	1,187	1,607	2,026	3,044	3,825	5,286	7,139	10,081	14,890
5,001-10,000	289	434	694	971	1,360	1,841	2,321	3,488	4,383	6,056	8,179	11,549	17,059
10,001-25,000	326	489	783	1,096	1,534	2,077	2,619	3,935	4,944	6,832	9,228	13,030	19,246
25,001-50,000	363	545	871	1,220	1,707	2,311	2,914	4,379	5,502	7,602	10,268	14,498	21,415
50,001-75,000	400	600	960	1,344	1,882	2,547	3,212	4,826	6,063	8,379	11,316	15,978	23,602
75,001-125,000	437	655	1,048	1,467	2,054	2,781	3,507	5,269	6,621	9,148	12,356	17,447	25,771
125,001-200,000	474	710	1,136	1,591	2,228	3,015	3,802	5,713	7,178	9,918	13,396	18,915	27,939
200,001+	511	766	1,225	1,716	2,402	3,251	4,100	6,160	7,740	10,695	14,445	20,396	30,126

**Fixed Example:** A company with 7 recipients (users) and 95 staff would pay £475.00

Should your Media Monitoring Organisation provide you with search access to their database of newspaper website content, an increased fixed rate fee will be applicable to your internal licence fees. Search access cannot be provided to your clients. Please contact the NLA licensing team on 01892 525 273 for more details.



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