



License to Copyright v.s. Creative Commons

License to Copyright

'Commercial Use' regarding the use of images online or offline is defined broadly. The determination of commercial or non-commercial use is based on the contextual use of the image.

Commercial use of our images is allowed only if expressly granted by Angela B. Pan Photography.

All commercial uses will incur a licensing fee. Our fees are based on the following criteria:

- Media – print, web, television, etc.
- Distribution – number of copies printed, viewing audience size, exposure (regional, national, international)
- Length of Use – 1 year, 2 years, etc.
- Prominence of Display – 1/4 page, 1/2 page, full page, spread, front cover, back cover, home page (online), interior page (online), etc.

All licensing inquiries should be sent to: angela.b.pan@abpan.com.

Examples Requiring a License to Copyright:

- A marketing campaign for a commercial entity
- A fund-raising campaign for a non profit organization
- A background image for a website selling furniture
- License to create an individual print for display in a private home

Creative Commons

With Creative Commons, you're permitted to do the following:

- Copy an image
- Distribute an image
- Transmit an image

under these mandatory guidelines:

- **Attribution:** You must give credit to Angela B. Pan Photography or www.abpan.com alongside the image.
- **Non-Commercial: The image must not be used for commercial purposes under any circumstances. For clarity on what defines commercial use, please see the Examples of Accepted Use below.**

Examples of Accepted Use of the Creative Commons License:

- Blog Post describing a trip to Washington DC
- Online article discussing HDR photography
- A website for a school project about HDR photography
- An individual using an image as a cover photo for their Facebook profile or desktop

wallpaper

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