

Our office recently received this request, from a researcher at Yale:

Dear Norbert Wu Productions,

We have a paper detailing the evolutionary history of Antarctic xxx that is in revision at the Proceedings of the National Academy of Sciences (PNAS). I am interested in submitting one of Norbert Wu's outstanding underwater photographs of an Antarctic fish species as a possible image for the issue of the journal. This would be dependent on the paper being accepted (not a sure thing), and if accepted the journal selecting the image. We are requested to submit the images when we submit the revision.

The image I would like to submit is one of Pagothernia borchgrevinki resting on ice. A PDF of this image (taken from a website) is attached.

I understand that there are fees and I am interested in having a quote for the cost of using the image for this purpose. We do not have a high resolution version of this image. I can forward the image details that are outlined by the journal.

> This is what the journal states as it's policy.

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>> Authors are invited to submit scientifically interesting and visually
>> arresting cover images. To view examples of cover art, see
>> www.pnas.org/coverarchive
>> . Illustrations need not be reprinted in the article but should be
>> representative of the work. Images should be original, and authors
>> grant PNAS the exclusive license to publish. Include a brief lay-
>> language caption (50-60 words) and credit information (e.g.,
>> Photograph courtesy of...). Images should be 21 cm wide by 22.5 cm
>> high. Files should be EPS or TIFF and should be in RGB (red, green,
>> blue) color mode. Cover figure files may be submitted online when the
>> paper is submitted or may be sent by e-mail to PNASCovers@nas.edu.
>> Send large files on CD-ROM by courier to the PNAS Office or contact
>> PNAS for FTP instructions. Submissions provided outside the online
>> submission system should include manuscript number, author name,
>> phone, and e-mail. Illustrations will not be returned unless requested.

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Best wishes, xx xxxx

Associate Professor and Curator

Here's our office's reply to this sort of request:

Dear Dr. XXX:

I would like to clarify a few things.

First, our office normally licenses images to commercial clients. We have a long history of publishing images and are thoroughly familiar with technical requirements. In short, our images, should they be chosen by your journal, will certainly meet the technical requirements.

Normally, for instances where researchers like you want to submit images, we encourage you to browse our files. If there are a few specific images that you are interested in, then we are happy to send you low-resolution images to submit to the journal. We normally charge \$75 to do any kind of submission but can waive the fee in this case if you only want three or less images. You can do your own image research -- the FAQ page at our website gives guidelines. (You can simply Google "Norbert Wu Pagothernia borchgrevinki" and find some web pages of ours that feature images of this fish species). You can then grab the images from those pages and submit to the journal or ask us to supply the low-res images. You can also use our dedicated image database to search for images and download low-resolution images, at (this link will show you all our Pagothernia images):

<http://www.norbertwu.com/lightbox/index?module=search&pId=100&keyword=pagothernia&imageField.x=0&imageField.y=0>

If the journal decides to use the image, then we can work with them to supply a high-res image to their specifications. We do this all the time and this will save you lots of time.

These scientific journals do try to take advantage of researchers and photographers. Their demand for exclusive rights to an image is ridiculous, for instance. I've even been lied to by SCIENCE, who told me that they never pay for the use of images on their covers -- but I later discovered that they, in fact, do pay. They just don't want to. Our office handles the rights with these journals, again saving you time. We do charge a scan fee of \$75 to provide high -res scans, but this is waived if a usage fee results. It's basically a fee to guard against frivolous requests.

In most instances, however, once an image is accepted by a journal, then Deanna in my office works with the researcher to determine a fee. In this case, Deanna has already quoted \$250 to \$1000 as a range.

It's your choice if you wish to submit any of our images to your

journal. I just wanted to clarify how we work.

Best,
Norbert Wu