

# Veisland - Medical Image

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## Contact

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## General Pricing - Guidelines

The primary and fastest path to follow when placing a request is: If possible give a very concise description of the structure(s) you wish to have illustrated. When you in addition inform about the kind of publication, what language area(s) and the number you need issued we probably have all factors at hand to provide an immediate offer of both price and time of delivery.

Whenever that information is not clear the guidelines below are meant to help to open.

### Stock Image

It is our experience that many factors occur to influence the final pricing. The most common orders involve realistic painted 2D images (stills).

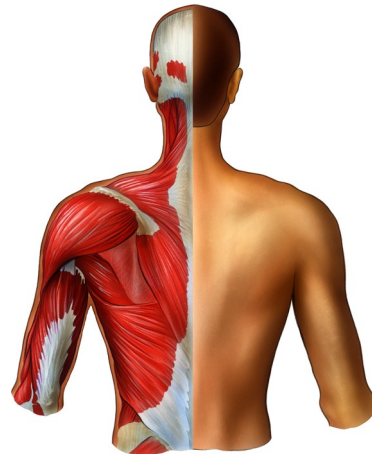
When an order exceed the amount of 20 we will hold forward an offer.

For a single stock image to be published in one language, in one single publication and one medium the price differs between **€ 150, - and – 550,-** depending of the complexity of the artwork.

If your purchase of rights to reproduce and publish an image copy is carried out with the purpose of meeting an extreme limited issue we may negotiate the price.

**Example 1:** Lightly worked image  
Overview of head, neck and back  
showing derma and superficial muscles

Price: € 150, -



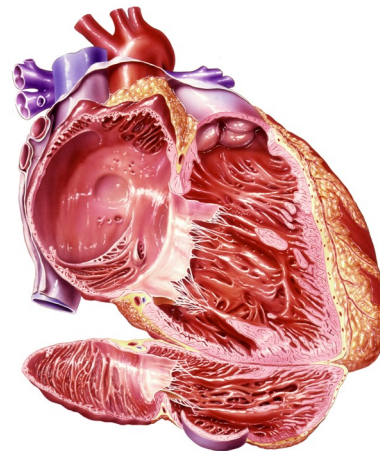
**Example 2:** Highly worked image exposing lesser details  
Glenohumeral joint  
viewed in frontal aspect

Price: € 250, -



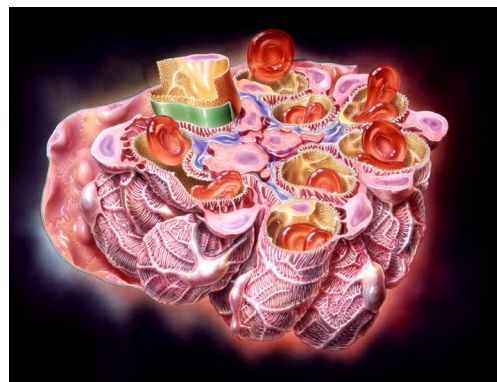
**Example 3:** Technically highly worked image  
Heart sectioned through  
dx atrium and ventricle

Price: € 450, -



**Example 4:** Highly worked image exposing numerous details  
The glomerulus sectioned to show  
the strainer system of the kidney

Price: € 550, -



## Stock Image with additional or altered Structure

The common need of addition or alteration to a stock image imply an additional fee of app. € 150, -

Two examples

Addition

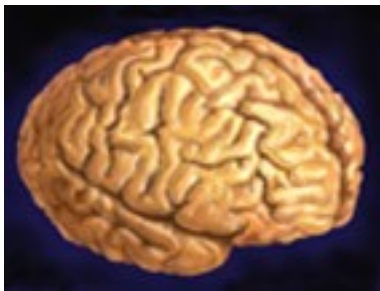


base

addition

result

Alteration



before



after

## Custom made Image

### Hourly rates for *non-exclusive* publication rights

By ordering a custom made image with non-exclusive right, the right to publish and market the artwork remains with the illustrator (originator). This offer can only be granted if the image is of common interest and not product specific.

Pricing

Concept Development and Proposal (first hour free)	€ 75, -
Medical Illustration (Still)	€ 75, -
Medical Image Animation	€ 75, -
Medical image 3D-modelling	€ 75, -
Programming	€ 90, -
Graphic Design	€ 60, -
Project Management	€120, -

Note: If your purchase is influenced by additional / special license interest, i.e. you wish to enable publication by syndicate partner the pricing will be set in the zone between rates for non exclusive and exclusive rights. The licensing fees are based on usage rights granted to a specific described project. You pay for the amount of times you use the artwork.

### **Hourly rates for *exclusive* publication rights.**

Pricing	
Concept Development and Proposal (first hour free)	€ 120, -
Medical Illustration (Still)	€ 120, -
Medical Image Animation	€ 120, -
Medical image 3D-modelling	€ 120, -
Programming	€ 150, -
Graphic Design	€ 100, -
Project Management	€ 120, -

### **Medium**

When you need to publish in a combination of mediums there will be additional charge.

Print – Book / Brochure / Magazine

Electronic – Web / TV / CD / DVD Video / Power Point

All other uses

### **Shipping systems and rates**

Electronic deliveries over Internet are settled without charging.

CD's in two copies including postage: € 25, -

9" by 12" transparencies: € 55, - each plus postage.

### **The last note**

Stock search with requested delivery in low resolution for viewing which does not result in a purchase will be charged with **€ 50, -** per one to five images.

Sincerely yours,

Bo Veisland  
Medical Image