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Pricing structure and copyright disclosure

We have three different pricing structures that relate directly to copyright of artwork produced. We have taken the example of a book in the explanation below. However, the same applies to a poster, leaflet, infographic or any other artwork produced by Hero in my Hood.

1. If you wish to hold the full copyright on the book, there is a development and production fee. You may then print and sell the book as you see fit. You may then use all the images in other projects. This is the most expensive option and the pricing that you would expect from an advertising agency. However, we retain the right to use for our promotional purposes.
2. If you wish to hold the copyright on the book alone, there is a cheaper, discounted development and production fee. You will have the rights to the book as a whole but not to the individual images. You would be able to use the images to promote the book but not create new products (a poster, game, flyer etc.). **All new products using these images must come through Hero in my Hood.** We will not re-charge you for the use of those images, but there will be a layout fee as well as a fee for additional images.
3. Lastly, a joint venture. If we feel that the topic falls within our Hero ideals and can see a market for the book as part of the Hero brand, we will produce the book together with you. The book will have our characters, be part story and part activity book. It will cover the same learning areas as our other books. The book will become the property of Hero in my Hood and we will retain full copyright and the rights to sell it as part of our brand. Then the price is greatly reduced – you are only obliged to buy a certain number of printed books from us and your logo will appear on the book.