

Drone Image License Terms — Cheat Sheet

A one-page checklist for negotiating and writing licensing terms into every drone photo/video deliverable. Pair with the [Getty Images Price Calculator](#) for a defensible number.

The six variables that move the price

Use type	Editorial (news/journalism), commercial (advertising/marketing), or internal (training, comp, pitch). Commercial is worth the most.
Media	Web, social, print, broadcast/streaming, OOH/billboard, packaging, in-app. Each medium is priced separately.
Size / placement	Thumbnail, ¼ page, full page, cover, hero banner, full-screen ad unit. Bigger / more prominent = higher fee.
Distribution	Local, regional, national, global. Geographic scope is a major multiplier.
Duration	30 days, 1 year, 3 years, perpetual, or buyout. Default to 1 year, renewable.
Exclusivity	Non-exclusive (default, cheapest), industry-exclusive (block competitors), or full exclusive / buyout (most expensive).

Must-have clauses in every contract

Grant of rights	Spell out exactly what the client may do — every medium, every territory, every duration. Anything not granted is reserved.
Credit line	"Photo © {Your Name} / {Your Business}" wherever feasible. Required for editorial; negotiable for commercial.
Delivery format	Watermarked previews first; full-res only on payment + executed license.
Re-license fee	State the fee for any use outside the granted scope (e.g. 1.5× original fee per additional use).
Indemnity	Client indemnifies you against claims arising from their use (talent/property releases are their responsibility unless you supplied them).
Kill / cancellation	50% if cancelled after shoot scheduled; 100% if cancelled on the shoot day.

Pre-delivery checklist

- Written license terms signed (not just an email "sounds good")
- IPTC / XMP copyright metadata embedded in every file
- Visible watermark on all preview deliverables
- Originals archived (cloud + local) — keep the RAWs
- Registered with the U.S. Copyright Office via eCO (GRPH for groups of up to 750 photos)
- Calendar reminder set for the license expiration date

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