APPLICATION FOR PERMISSION TO PHOTOGRAPH IN THE MUSEUM OF MODERN ART
FOR USE IN EDITORIAL FASHION ARTICLES OR IN PAID ADVERTISEMENTS

Name ____________________________
Address __________________________

hereby applies for permission to photograph in the Museum of Modern Art for use in
(check one) [A] Editorial fashion article  [B] Advertisement
of ____________________________, to appear in ____________________________
The actual photography will be done by ____________________________

in the following galleries:
Still picture  Motion picture  Monochrome  Color

The applicant agrees that this permission shall be subject to the conditions listed
below and further agrees to pay promptly the charges incurred as specified in the
schedule of fees. A fee is charged for each appointment.

FOR EDITORIAL USE: a reproduction fee of $25.00 will be charged

FOR A PAID ADVERTISEMENT: A reproduction fee based on circulation of the media
in which the photograph is to appear will be charged

A. Minimum fee: $25.00  
   B. Circulation:  
              400,000 - 499,999  $30.00
              500,000 - 999,999  $40.00
              1,000,000 - 1,999,999 $50.00
              2,000,000 - 2,999,999 $70.00
              3,000,000 - 3,999,999 $85.00
              4,000,000 - 4,999,999 $100.00
              5,000,000 or more  $200.00

The conditions which must be met by the photographer and/or agency are:

1. Only clothes normally worn at the Museum may be photographed, ie, daytime
   or evening wear; No bathing suits, lounging pajamas, etc.

2. Works of art shown prominently in the photograph must not be cropped nor
   partly blocked by the model. The Museum reserves the right to decide
   whether the work of art is shown prominently.
   When a work of art is shown prominently, the artist must be credited.

3. A member of the Publicity Department staff must accompany the photographer
   and models.

4. Appointments must be made at least 24 hours in advance. Hours for photograph-
   ing are from 9:30 to 11 am, Monday through Friday, as the galleries are
   closed to the public during these hours.

5. If the photograph is to be used for an advertisement, the layout and copy
   must be checked by the Publicity Department before the ad goes to press.

* NO PHOTOGRAPHS MAY BE USED FOR PUBLICATION ELSEWHERE, OR FOR ANY OTHER PURPOSE
  THAN THAT STATED ABOVE WITHOUT THE WRITTEN CONSENT OF THE MUSEUM.

Signature of photographer ____________________________
Signature of agency art director ____________________________
Date ____________________________