

SAA PLUS Packs™ Calculator: Selection (and pricing) of a Pack						Beyond The Calculator: Additional Information Required to Complete the License				
Pack ID	Pack Name	Brief Description	Complete Description	Duration options	Coverage options	End User Name	Product or Service Name	Industry	License Start Date	Region Information
ADVERTISING PACKS										
PAPA	Print Advertising	Use in any print advertising by one end user.	Use in any print advertising in a magazine, newspaper, directory, insert or program. Applies to a specified end user product or service.	6 months 1 year 3 years 5 years 10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Product or Service Name	Select from PLUS Industry menu	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PADA	Display Advertising	Use in any display media by one end user.	Use in any display intended for advertising or promotional purposes including billboard, banner, transit ad, trade show and store poster. Applies to a specified end user product or service.	6 months 1 year 3 years 5 years 10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Product or Service Name	Select from PLUS Industry menu	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PAMM	Marketing Materials	Use in any printed marketing materials by one end user.	Use in any marketing materials distributed to a targeted audience. Includes use in printed brochure, catalog, annual report, public relations and sales material. Also includes electronic (PDF) versions of the original printed uses. Applies to a specified end user product or service.	6 months 1 year 3 years 5 years 10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Product or Service Name	Select from PLUS Industry menu	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PPOP	Point of Purchase	Use in any point of purchase media by one end user.	Use in any point of purchase media including shelf talker, table tent and counter card. Applies to a specified end user product or service.	6 months 1 year 3 years 5 years 10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Product or Service Name	Select from PLUS Industry menu	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PAWE	Web and Electronic Advertising	Use in any web and electronic media by one end user.	Use in any web and electronic media for advertising and promotional purposes including website, web banner ad, promotional email and mobile ad. Applies to a specified end user product or service.	6 months 1 year 3 years 5 years 10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Product or Service Name	Select from PLUS Industry menu	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
EDITORIAL PACKS										
PBIP	Book Interior - One Edition, Printed	Use on an interior page in a single printed edition.	Use on an interior page of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in printed formats. Includes use in hardcover, paperback, compendium and bind-up. Allows reproduction of page for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PBIO	Book Interior - One Edition, All Formats	Use on an interior page in all editions, all media.	Use on an interior page of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in all printed and web formats. Includes use in hardcover, paperback, compendium, bind-up, e-book and password-protected website. Allows reproduction of page for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.

For more information about the SAA PLUS Packs Calculator, go to www.stockartistsalliance.org/pluspacks.

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EDITORIAL PACKS (continued)										
PBIA	Book Interior - All Editions, All Formats	Use on a cover in a single printed edition.	Use on an interior page of a textbook, trade, retail, custom or reference book. Applies to all editions of a book in all printed, web and electronic formats. Includes use in hardcover, paperback, compendium, bind-up, CD/DVD, e-book and password-protected website. Allows reproduction of page for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PBCP	Book Cover - One Edition, Printed	Use on an interior page in all editions, all media.	Use on the cover of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in printed formats. Includes use in hardcover, paperback, compendium and bind-up. Allows reproduction of cover for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PBCO	Book Cover - One Edition, All Formats	Use on a cover in a single edition, all media.	Use on the cover of a textbook, trade, retail, custom or reference book. Applies to a single edition of a book in all printed and web formats. Includes use in hardcover, paperback, compendium, bind-up, e-book and password-protected website. Allows reproduction of cover for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PBCA	Book Cover - All Editions, All Formats	Use on a cover in all editions, all media.	Use on the cover of a textbook, trade, retail, custom or reference book. Applies to all editions of a book in all printed, web and electronic formats. Includes use in hardcover, paperback, compendium, bind-up, CD/DVD, e-book and password-protected website. Allows reproduction of cover for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PPIO	Periodical Interior - One Issue	Use on an interior page of one printed issue.	Use on an interior page of a magazine, newspaper or journal. Applies to a single printed issue of a periodical. Includes distribution of same issue on publisher's website. Allows reproduction of page for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PPCO	Periodical Cover - One Issue	Use on a cover of one printed issue.	Use on the cover of a magazine, newspaper or journal. Applies to a single printed issue of a periodical. Includes distribution of same issue on publisher's website. Allows reproduction of cover for promotional purposes.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PEWE	Web and Electronic Editorial	Use for one edition or issue in any web or electronic media.	Use for editorial purposes in any web and electronic media. Applies to a single issue or edition of an editorial use. Includes use in e-book, website and CD/DVD.	10 years	Local Regional National Continental Worldwide	Provide End User Name	Provide Edition or Issue Name	PLUS Industry: Publishing Media	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.

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INTERNAL PACKS										
PICO	Internal Company	Use in any media intended for internal company purposes by one end user.	Use in any media intended for internal business purposes including internal presentation, newsletter, brochure, intranet and video. Applies to a specified end user.	6 months 1 year 3 years 5 years 10 years	Local Regional National Continental Worldwide	Provide End User Name	n/a	Select from PLUS Industry menu	Provide License Start Date	If <i>Local</i> coverage: select PLUS Continental Region, provide country and one state or province. If <i>Regional</i> : select PLUS Continental Region, provide country and up to 3 states or provinces. If <i>National</i> : select PLUS Continental Region and Country. If <i>Continental</i> : select PLUS Continental Region.
PCOM	Comp Use	Use restricted to reproduction in design prototypes for internal business review only.	Use restricted to reproduction in design prototypes for advertisements or publications, for internal business review only. Limited to prototype use only. Image may not be displayed or distributed to the public.	6 months	n/a	Provide End User Name	n/a	Select from PLUS Industry menu	Provide License Start Date	n/a
PICR	Internal Review	Use restricted to internal review for inspection or editing purposes only.	Use restricted to internal business review for inspection and/or editing purposes only. Excludes reproduction in comps or other design prototypes. No reproduction, distribution or other use of the image.	6 months	n/a	Provide End User Name	n/a	Select from PLUS Industry menu	Provide License Start Date	n/a
PERSONAL PACKS										
PERS	Personal Display	Use for personal display purposes only.	Use for personal display purposes only. Excludes commercial and editorial use. No reproduction allowed.	n/a	n/a	Provide End User Name	n/a	PLUS Industry: Personal Use Only.	Provide License Start Date	n/a