

Press Release

Newspaper Licensing Agency launches new licence for public relations agencies

17 March 2010: To satisfy the media monitoring requirements of smaller PR Agencies and their clients, the NLA has today announced the launch of an **Introductory PR licence**, available from April 2010.

The licence, specifically designed for smaller PR agencies (up to 5 staff and up to 3 clients), who find the standard NLA licence unsuitable, will give agencies the right to supply copies of newspaper content to their clients –for a simple flat fee (per client).

David Pugh, Managing Director of the NLA said: ‘We are pleased to offer a cost effective copyright solution for smaller PR agencies, wishing to supply newspaper content to their clients. The charge, a flat fee of £150.00 p.a, per client, addresses the needs of agencies for a no nonsense, straightforward and cost effective solution, which means they and their clients are copyright compliant.

The licence will be available from April 2010 and full details can be found on www.nla.co.uk.

<Ends>

Key features of the Introductory PR licence

- Enables cuttings (paper, digital-print or web content) to be sent to one recipient at client company
- Cost per client (unlimited clippings to one client / one email address) £150 per annum
- Applicable to agencies with
 - up to 5 staff
 - up to 3 clients

Indemnity for backdated copying fees:

- Agencies that have been copying, but who take a new licence before December 31 2010 will pay no backdated fees
- Agencies taking a licence from January 1 2011 will be invoiced for fees back to April 1 2010 (i.e. the introduction of the licence), but no further.

Example: an agency with 5 staff and 2 clients that takes up the licence in September 2010 will pay £300 to cover copying in all formats for the year ahead.



Notes to editors:

The NLA is owned by the 8 national newspaper publishing houses and generates B2B revenues for 1,300 national and regional publishers through licensing use of their content by press cuttings agencies (PCAs) and their client companies.

For more information contact David Pugh Managing Director of the NLA on +44 (0) 20 7332 6023.