
REPRINT RIGHTS: A CLIENT GUIDE

GENERAL BACKGROUND

The purpose of this document is to serve as a guide for purchasing, using, and promoting Forrester's syndicated reports with reprint rights. It does not describe every possible scenario or question you may have, so if you have any additional questions, please contact your account manager.

Companies purchase reprints for both internal and external usage. Internally, they are used to help educate and train employees about a company's tools, products, or general industry. Externally, they may also be used to help educate an audience or to generate leads. They are most often posted on a company's website, but they may also be distributed in hard-copy format at meetings and events.

REPRINTS

A company can purchase the rights to post a Forrester report on its website or distribute the report in hard-copy format. Reprints do not constitute a grant of copyright or ownership of the material; they only allow the purchaser to distribute the original, unaltered content. Reprint rights are required whenever a company wants to share or distribute a Forrester report outside the scope of its current Forrester contract.

All reprint licenses allow clients to post a link to the Forrester report that is unique for each instance. Clients may not post PDFs of the report.

Reprint rights may be purchased through your account manager. You can also direct any requests or questions to reprints@forrester.com.

TYPES OF REPRINT LICENSES

- › **Standard:** Rights to post an eligible Forrester report excluding Forrester Wave™ reports, Breakout Vendor reports, and case studies specific to another company (unless permission is granted). Downloadable tools embedded in some reports
- › **Forrester Wave:** Rights to post a Forrester Wave report; this is for the report only and does not include the associated vendor comparison tool.
- › **Breakout Vendor:** Rights to post a Breakout Vendor report.

LICENSE ADD-ONS

The following options can be purchased with a reprint license. These are not standalone options.

- › **Forrester Wave Vendor Summary report:** Forrester will produce a separate document with the Forrester Wave results that includes the Forrester Wave graphic, the "Why read this report" section, and the description of the evaluated product from the "Vendor Profile" section. Forrester does not publish the vendor summaries, but examples are available upon request. Forrester Wave Vendor Summary Reports can be delivered within two business days of request.
- › **Extended Distribution Rights licenses:** License-holders may extend the posting and distribution rights through various Extended Distribution Rights (EDR) licenses. These licenses allow for hard copy distribution and/or distribution through channel partner or other 3rd party sites.
- › **Callouts:** Callouts are virtual "sticky" notes that the license-holder can use to place short notes in the right margin of a Reprint document. Each callout can contain up to 300 characters and can contain one link. The client creates the message and locates it in the right margin of the report. The client's name will appear in the designated position on the callout box. Callouts must conform to Forrester's citations guidelines and are subject to Forrester approval.

Translations: Translations of licensed Forrester's content is available for purchase from Forrester. Only translated content purchased from Forrester may be posted or cited publicly. Translations costs vary by length, language, and other factors. Contact your account manager for pricing.

WHAT YOU GET WITH YOUR REPRINT ORDER

› Report link for distribution.

When a license-holder is ready to post its reprint, it must alert its account manager, who will fulfill the request via Forrester's system. The license-holder will receive a unique URL that opens an HTML instance of the report within a web browser. Readers may save the PDF version of the report from this webpage. The reprint license applies to this link; other forms of the report are not covered in the reprint license. The link will expire automatically when the reprint license expires. Downloadable tools, like the Forrester Wave Excel-based vendor comparison tool, are not included in reprint licenses.

› Badges.

Forrester will provide a badge for Forrester Wave Leaders and for breakout vendors to accompany the reprint licenses. A badge is a small graphic that uses Forrester's brand and design cues, which are approved for use in promoting certain licensed reports. Examples are shown below.

Badges may be used during the time that a client has licensed the corresponding report; subject to approval from Forrester's citations team, they can be used in the following ways, including but not limited to:

- A landing page promoting the document.
- A recognition page on a client website.
- Banner ads promoting the reprint/landing pages.



USAGE GUIDELINES FOR REPRINTS

- › **All reprints must be distributed in their entirety and in their original format.** Custom covers and/or wrappers may not be created and appended to the original document. Additionally, you may not change, augment, or otherwise adapt the original report in any way, such as by adding your logo or other language. The report may not be bundled with other content in the same binding or file. Additionally, the content may not be repurposed into any other media. This includes usage as chapters in eBooks.
- › **Forrester's copyright notice and approved logo must remain prominently affixed to the reprint at all times.** The report may not be removed from Forrester's template, and the headers and footers may not be altered.
- › **A company may not sell, attempt to sell, or seek any form of consideration for access to a reprint.** Although companies may not seek remuneration for a reprint, they may use reprints for lead-generation purposes provided the usage meets with Forrester's Citation guidelines for promotion and distribution.
- › **Reprints may not be translated by the client.** However, translations can be purchased through Forrester's Reprints department. Contact your account manager for pricing and assistance with the process.

PROMOTION AND DISTRIBUTION OF THE REPRINT

- › All language used to promote and position the reprint in all communications must adhere to Forrester's Citation Policy and be approved by Forrester's Citations team. Paraphrasing or adapting the content of the reprint is not permitted, and reprints may not be used in conjunction with any commercial language that could be perceived as an endorsement from Forrester.
- › To place the reprint on a partner's, affiliate's, or third-party marketing partner's site, extended distribution rights must be purchased. Extended distribution rights are purchased in addition to the regular reprint rights and are effective during the time period of the regular rights. An EDR license must be in place for each partner, affiliate, or third-party marketing partner site on which the reprint will be placed. All other postings to third-party websites are currently prohibited without written approval from Forrester. If the content will be placed on a partner's, affiliate's, or third-party marketing partner site, the client must obtain approval from Forrester's Citation team for the landing page and any other marketing or promotional materials created by the partner, affiliate, or third-party marketing partner.

ADDITIONAL RESTRICTIONS AND NOTES

- › **Reprint agreements are effective for the time period beginning on the date of fulfillment and last for the duration specified in the purchase agreement.** A reprint is active only for the length of time purchased (e.g., 12 months), and that length of time begins the moment the reprint is fulfilled. Unused reprint licenses expire after 12 months from the order start date on your purchase agreement.
- › **Companies may not distribute reprints to the media.** Members of the media may contact press@forrester.com to request copies of our research.
- › **Only the most current reports on a topic will be sold as reprints.** If a report is more than 18 months old, your account team will check with the research analysts to confirm that the findings are still accurate and that an update will not be published soon. Please note that while you may be able to purchase the reprint, Forrester reserves the right to decline requests to cite said report in other materials, per our Citation Policy.
- › **For reports that are case studies of companies other than the purchaser,** approval will be sought from the subject of the case study before reprints are sold.

CONTACT AND SUPPORT

If you have additional questions, please contact citations@forrester.com. For the Forrester Citation Policy, please [click here](#).