

Pricing your Work

When you are approached by a client and asked the frightening question HOW MUCH? - carefully consider the brief and take into account the following:

- **How many days/hours will it take to complete.**
- **DEADLINE – is there a tight deadline that would mean you have to work longer days and into/through the night to complete?**
- **Cost of materials.**
- **Usage – What/Where?/How long?**
- **Travel for meetings/research.**

REMEMBER: As stated in earlier presentations:

You do not have to say ‘yes’ to every commission, if you really feel uncomfortable about it, or believe you are unable to meet the task, you can politely turn it down by saying you have too much work on at present, but would love to work with them in the future.

REMEMBER: As stated in earlier presentations:

You can try to renegotiate the deadline if you feel it is too tight - the client may be able to extend it.

REMEMBER: As stated in earlier presentations:

If the deadline cannot be extended and it would mean you have to work longer days and into/through the night to complete, but it is a great project and you really want to do it, and you think you can get it done in the time – charge accordingly **BUT DO NOT MISS THE DEADLINE.**

How much do I charge?

Illustrators do not charge by the hour as much depends on where the illustration will be used, and by whom. The size of a client has an affect on the fee you quote: Big brands have bigger budgets, so don't be scared of charging more.

How much do I charge?

Exactly the same illustration could get the following fee depending on what it is used for (this is a rough guide):

- Quarter page glossy magazine editorial (single use) @£200 - £250
- Advert on bus shelters across UK for restaurant chain (6 months) @£2,000

How much do I charge?

Advertising commands the highest fees. 'Above the line' advertising commands much higher fees than 'below the line' advertising, and television advertising the highest!

Above the line - Publicity material appearing within paid space advertising.

Below the line - Publicity material that is not paid space advertising.

Above the Line

Print – Magazine/Newspaper Adverts, Posters, Billboards etc.

Digital – Banner Adverts, Promoted Social Media Posts, Digital Magazines.

Below the Line

Print – Fliers, Direct Mailing, Annual Report, internal magazine.

Digital – Client's Website/Social Media, Newsletters.

Advertising examples:

- **Large Snack Company:UK** Licence for up to 1 Year for all Print and Digital - £6500-£7000
- **Skincare Brand:Worldwide** Licence for up to 1 Year for Below the Line Social Media - £500-£550 per illustration
- **Local Hairdresser:UK** Licence for up to 5 insertions for Liverpool Area Only - £280-£300 per illustration (based on quarter page)

Editorial – what to consider:

- **Clients: Consumer Magazines, Trade Magazines, Newspapers, Blogs** Size of Client is based on circulation
- **Usage: Print, Print & Digital, Digital Only – Cover, Spread, Full Page, Half Page, Spot**
- **Territory: UK only generally**
- **Duration: Length of Issue – 1 Month, single usage**

Editorial examples:

- **Free Newspaper – Large Circulation UK Licence** for Interior Article, Single Use: £350-£400 per illustration (up to half page size)
- **Consumer Magazine – Medium Circulation UK Licence** for Length of Issue (1 Month) Print & Web - £230-£250 per illustration (up to quarter page)
- **Trade Magazine – 50,000 Circulation Licence** for up to 3 Months for Printed Magazine ONLY - £320-£350 per illustration (up to half page)

Corporate

- **Clients:** Size based on company (annual turnover, stakeholders) **Usage:** Brochures, Annual Reports, Training Manuals, Christmas Cards, Intranet
- **Territory:** Larger Clients – Worldwide, Smaller Clients – Regional/National **Duration:** Will vary according to usage

Corporate examples:

- **Large Clothing Brand: Worldwide** Licence for up to 100 Lookbooks - £700-£750 per illustration (up to half page)
- **UK Regional Health Service: UK** Licence for up to 10,000 Leaflet Covers Only - £550-£600
- **UK Regional Charity: UK** Licence for 1 Use for Promotional Event Flyer (A6) - £200-£250
- **UK Legal Firm (Medium Size): Worldwide** Licence for up to 1,000 Christmas Cards Only: £550-£600

Packaging

- **Usage: Food, Drinks, Cosmetics**
- **Full Coverage, Limited Coverage**
- **Territory: From regional/national/worldwide**
- **Duration: Limited Edition, 3 Years, 5 Years**

Packaging examples:

- **Large UK Supermarket: UK** Licence for up to 5 Years for Range of 12 Printed Packets Only: £400-£450 per illustration (spot coverage)
- **Large Drinks Brand:Worldwide** Licence for 1 Year for All Packaging (Label, Box, Crates): £2750-£3000
- **Australian Beer Company: Australian** Licence for up to 3 Months for Box Packaging & Below the Line Web Only: £1200-£1400
- **UK Local Restaurant: Regional** Licence for 2 Years for Pizza Boxes Only: £280-£300

Publishing

- **Clients: Publishers, self publishers**
- **Usage: Picture Book, Novelty Book, Children's Book, Fiction, Non-Fiction, Education**
- **Cover, Spread, Full Page, Half Page**
- **Territory: UK, English Language, Worldwide**
- **Duration: Limited by Print Run/Edition, 10 years, Period of Copyright**

Publishing

- **Flat fee: Fiction, Non-Fiction, Educational. Such a fee should be based on a specific Book Title, Territory and Publisher:**
- **UK Licence for the Period of Copyright for (Book Title) ONLY**
- **Additional fees for Sub-Licensing for New Book versions.**
- **Royalties: Children's Books, Novelty Books – an Advance against royalty**

Publishing

- Typically grants the right to sub-licence the work, produce merchandise and translation rights, but with royalty given to the illustrator for each additional use.

Publishing examples:

- **Author & Illustrator: Children's Book** - Flat Fee for English Language Editions for Period of Copyright - £7000-£8000
- **Advance against Royalty:** £5000-£5500 + 10% of RRP
- **Illustrator Only: Worldwide** Licence for Period of Copyright for Printed Novelty Book Flat Fee - £3250-£3500 Advance against Royalty - £1800-£2000 + 5-7% of RRP
- **UK & Commonwealth** Licence for Period of Copyright for Adult Fiction Cover Only: £800-£1000

Merchandising Art & Design Licensing

- **Clients: Small (Start-Up), Medium (National) or Large (Global)**
- **Usage: Garments, Stationery, Cases, Crockery – Any Product Territory: UK, Europe, USA, Worldwide**
- **Duration: Limited Edition (up to 1 Year), 3 Years**
- **Watch out for – Worldwide Exclusivity for National Company, Approval of adaptations, Ethical product issues, Royalty Only Agreements**

Merchandising examples:

- **Small T-Shirt Company: UK** Licence for up to 1 Year for T-Shirts Only: £300-£350 per illustration
- **Mobile Case Company – Medium: Australian** Licence (Annually Renewable) for iPhone Cases Only: £150-£175 + 5% royalty on RRP
- **UK Museum – Large: UK** Licence for up to 1 Year for Tea Towel + up to 5 additional products: £1200-£1500 + 6% royalty on Net Receipts

Renew licence – 60-70% of original fee

OTHER

- Mural in design company reception 2m x2m permanent @ £1,000 - £1,500 plus day fee if painted by you.
- MURAL - @ £250 - £400 per day
- Live draw/visualisation @ £400 - £700

Keeping a time sheet may help you organize your schedule and may help you organize your thoughts regarding pricing.

BUT this is for your own guidance/planning NOT for the client to see.

As stated earlier: Illustrators do not charge a standard hourly rate – they quote an overall price for the job depending on who/where/what/for how long!

As of 2006 HM Revenue and Customs are responsible for ensuring that we all pay appropriate tax

Remember - full time work and full time employment are different things!

As soon as you start working for yourself you must declare it to the tax man (HMRC)

As failure to do so within 3 months can result in a £100 fine.

Goods and services for which you get paid should be declared.

The system is known as “self assessment”

It relies on you keeping your own records of profits...

And ‘allowable’ expenses

Are you keeping all your receipts?

**You will pay tax on any profits you make over £12,500
(personal annual allowance 2020)**

**Even if you are employed, you may still wish to do
freelance work**

**Your employer will handle your 'Pay As You Earn'
contributions (PAYE)**

**You will responsible for declaring any additional
money you earn**

So those receipts are essential!

If you are self employed you will have to pay National Insurance contributions – these are used to go toward state benefits such as state pension, job seeker's allowance etc.

Class 2 rates are only £3.05 per week

The Revenue & Customs handle all of this

Comprehensive literature is available

Tax - Help!!

HM Revenue & Customs

0300 200 3310

www.gov.uk/working-for-yourself

Costing - Simply remember...

Keep all records carefully

Because that is the biggest part of the job

Consider employing an accountant if it all goes well

**But remember that he/she will need those records to
work with!**

Costing and estimating
Get started NOW!!

Keep a record of all receipts and payments

Design a blank invoice, then write invoices each week... for each major project!

Provide the evidence in your file for assessment!