

Pricing your work

Lesson aims

- To define the terms 'flat fees' and 'rate fees' within the illustration industry
- To compare illustration rates within the industry
- To explore pricing strategies
- To experiment with communication tactics to negotiate a price

Factors that affect pricing

- Usage
- Territory
- License duration
- Client size
- Client budget
- Complexity of work
- Experience
- Material costs
- Rush Fees
- Revisions

Rate fee

Price determined on how many hours are spend on the project

- Time-based pricing
- Day/hourly rate
- Ensures you are accurately paid for your time

Flat Fee

Price determined on the value of project and other factors.

- Value-based pricing
- Advance + royalties
- Allows you to be specific and paid fairly for deliverables

Finding your hourly rate

1. Calculate your monthly cost-of-living expenses

Include buffers:

- 10-15% emergency bills
 - 20-50% leisure, clothes, holidays etc..
 - 20-25% income tax, NI
-
- Multiply this number x12 for annual salary

2. Expenses / [Annual working days] = Day rate

- Expenses / 253 = Day rate
- Subtract 10-20 days sick time
- Subtract 5-10 days holidays
- =223 working days

3. Annual salary / 223 = Day rate

Example:

- £40,000 / 223 = £179.37
- = £22.42 an hour

Some points to consider

- National minimum wage (2025) = £12.21

Daily / Hourly Rate for Artists in the UK (Artist's Union England)

- New Graduate = £212.38 a day / £26.55 an hour
- 3+ yrs Exp. = £278.74 a day / £34.84 an hour
- 5 + yrs Exp. = £345.11 a day / £43.14 an hour

Time tracking your projects

- Diary
- Excel
- Google spreadsheets
- [Clockify](#)

Flat Fee Examples

For use of the same illustration:

- Quarter page glossy magazine editorial (single use) £200-£250
- Advert on bus shelters across UK for restaurant chain (6 months)
£2000

Above the line vs
Below the Line

Above the Line

- Publicity material appearing within paid public space advertising,
- Print- Magazines/Newspaper adverts, posters, billboards etc.
- Digital- Banner adverts, promoted social media posts, digital magazines.

Below the Line

- Publicity material that is not paid space advertising.
- Print- Fliers, Direct mailing, annual report, internal magazine
- Digital- Client's website/social media, newsletters.

Advertising

- Large UK snack company- Licence for up to 1 year for all print and digital- £6500-£7000
- Worldwide Skincare brand- Licence for up to 1 year for below the line social media- £500- £550 per illustration
- Local UK Hairdressers- Licence for up to 5 insertions for Liverpool area only- £280-£300 per illustration (based on quarter page)

Editorial

- 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)

Packaging

- 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
- UK Local Restaurant: Regional Licence for 2 Years for Pizza Boxes Only: £280-£300

Publishing

- 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

- 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

Scenario 1

- **Client:** A small UK-based stationery brand wants a custom illustration for use on greeting cards. They plan to sell these online and at local markets.
- **Scope:** x1 detailed A5 illustration. They request exclusive use of the image for 5 years.
- =£250-£500

Scenario 2

- **Client:** A large UK pet store wants artwork for use on a promotional display for one of their new products.
- **Scope:** x1 Promotional banner illustration. They would like an exclusive license for 6 months.
- =£1,120-£1,560

Scenario 3

- **Client:** A small independent book publisher would like you to illustrate their latest 32 page children's book.
- **Scope:** x1 children's picture book including cover front and back. They will have the license for the period of copyright.
- =£4,070-£4,980 (Advance) 5-10% royalties

Building your quote

Things to consider:

1. Ask client for their budget
2. Ask for more details/specifics of project
3. Utilize calculated rate/ experience
4. Ask communities/other creatives/ AOI
5. Research

Scenario 4

Hi ____ I'm C, an Art Director from [Greetings Retailer]. We are interested in working with you. If you are available and interested, please let me know.

Kind regards,

-C

Hi _____ , It's so nice to hear from you!

We have a holiday card project that we think you would be perfect for. We don't have an exact design brief yet but it may include the art for the front of the card and spot illustration for inside, and an envelope liner.

What are your rates for a project like this?

Hope to hear from you soon,

-C

Your clients terms:

1. Outright sale of artwork= £606
2. Worldwide flat fee license, 5 years = £525

What would you choose and why?

Or

Would you negotiate further?

Resources

- [AOI](#)- Price It Right (Pricing Basics)
- [Creative Boom](#)- The complete guide to pricing your work
- [The Business of Illustration](#)- Pricing Your Illustration Work
- [The Illustrators Guide](#)- Pricing Calculator
- [Clockify](#)- Time tracking for projects
- [Litebox](#)- Illustration rate reference (USD)
- [Artists Union England](#)- Rates of pay average