

Pricing your Work

Ian Simmons

Do not work for free – beware of the following statements from clients:

“It’ll look great in your portfolio”

“We don’t have a budget this time, but it could lead to more work in the future”

Working for free undermines the industry, your future career and income potential.

Quote Accurately

“We need a ball-park figure”

Accurate pricing and licensing is mutually beneficial to both client and illustrator.

What are you pricing?

You are granting a licence to a client, which allows them to **reproduce** your image for a specific use, territory and duration.

A licence is separate to selling an original artwork or a print, no rights transfer and no licence is granted for such a transaction.

To accurately price a job, what information is essential?

Client Profile - Multinational or local gift shop? Larger clients will have larger budgets.

Commissioner – Advertising/Design Agency or working directly with the client.

Usage – Postcard for small business, or nationwide advertising campaign on billboards and bus sides? Re-uses can be negotiated later if necessary.

Territory of Usage – UK, Europe, Worldwide

Duration of Licence - Three months for an editorial illustration, or for ‘the period of copyright’ for a children’s book?

Budget - Does client have a budget in mind?

Approach Client/Commissioner for the information if they have not already provided it. Do not quote without the information, or provide ball-park figures.

- Demonstrates professionalism
- Demonstrates accuracy and actual market value
- Makes client consider **actual uses** as opposed to **potential usage**
- Allows for additional negotiations and fees for additional usages

Composing a Licence

The object of a written licence is to define the usage right which the client has bought:

- **Territory – Duration** (or Print Run) – **Usage**
- e.g. UK Licence for up to 1 Year for Printed Postcard ONLY
- e.g. Worldwide Licence for up to 100 T-Shirts ONLY

Pricing – Advertising

Advertising work is often the most lucrative area of the illustration industry.

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

Print – Magazine/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, Internal Documents.

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

Pricing – 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)

Pricing – Editorial

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.

Pricing – 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)

Pricing – 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

Pricing – Corporate examples

Large Clothing Brand – Worldwide:

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

Pricing – Packaging

Usage: Food, Drinks, Cosmetics – Full Coverage, Limited Coverage

Territory: From regional/national/worldwide

Duration: Limited Edition, 3 Years, 5 Years

Pricing – Packaging examples**Large UK Supermarket:**

UK Licence for up to 5 Years for Range of 12 Printed Packets Only: £400-£450 per illustration

Large Drinks Brand:

Worldwide Licence for up to 1 Year for All Packaging (Label, Box, Crates): £2750-£3000

UK Local Restaurant:

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

Pricing – 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

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.

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.

Pricing – 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

Pricing – Merchandising

Clients: Small (Start-Up), Medium (National) or Large (Global)

Usage: Garments, Stationary, 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

Pricing – 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:

UK 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

Pricing – Buyouts

Clients can mean copyright assignments by the term 'buyout'.

Always confirm it is a time specific "licence" not an assignment:

e.g. UK, All Media Licence for 1 Year

Benefit for Client – Unlimited usage of the illustration for a period of time within the agreed use.

Benefit for Illustrator – Larger upfront fee. Retention of copyright.

Extending Duration of Licence:

- 1 year – eg: £300
- 2 years – 60-70% of original fee
- 3 years - 2x original fee
- 5 years - 3x original fee
- 10 years - 5x original fee

Pricing – Additional Fees:

- Additional amends (more than 3 rounds)
- Rush Fees, Weekend Work

Day Rate - £250-£300

Expenses:

- Access to research fees
- Materials for large scale physical artworks
- Travel

All prices quoted are examples based on own experience and AOI price survey.