

SAMPLE COPY



U-CHARGE

The international
pricing standards.

**Art Directors and
Graphic Designers**

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U-CHARGE

**The international pricing standards
for Art Directors and Graphic Designers**

www.u-charge.com

Do you want to know how much to charge? How much to get paid for creative consulting and freelance work?

Of course you do.

I'm writing this guide because many **Art Directors and Graphic Designers** ask me this time and time again. **How much do you charge for this or that job?** There is but one answer, though with many strands to it: it depends on the job, the client, your experience, your confidence, your portfolio, and most importantly, on the value that client will receive in return for their money. Remember that the value the client gets must be equal to what they are paying you. That will constitute a fair transaction that will increase the respectability and reputation of your business. The point is to provide a professional service from which both parties will greatly benefit.

While some experienced professionals have an idea of how much to charge, I have found that the majority don't know where to start when having to come up with an estimate. Regardless, don't make the mistake of underestimating your own ability - you've worked hard to acquire your skills. You should charge your time to reflect the efforts you have made throughout your life to become the professional you are, and then render the best service you're capable of.

If you underprice your work you receive less respect from the client, your colleagues and everyone working within the communication business. Therefore resist the temptation to underprice, even if occasionally it may mean losing a job. Don't worry, there will be plenty of other opportunities. If a client insists on a cheap price, let them have cheap work, but from someone else.

At the same time do not overprice your services. Always remember that your work consists of enhancing a brand's value through your creativity and knowledge, and this should come at a fair price for the client.

Here's how to calculate the right price.

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Chapter 4

04. Advertising



04. Advertising

04.01 Communication / conceptual guidelines

(Data collection, target analysis, creative strategy, media planning)

ATL (Above the line)

04.02 Print campaign: local

04.03 Print campaign: national

04.04 Print campaign: international

04.05 Adaptation (per unit)

04.06 Poster campaign: local

04.07 Poster campaign: national

04.08 Poster campaign: international

04.09 Adaptation (per unit)

BTL (Below the line)

04.10 Standard depliant

04.11 Special depliant

04.12 Standard folder

04.13 Custom made folder

04.14 Folder insert (per unit)

04.15 Postcard / promocard / flyer

POS (Point of sale)

04.16 POS design (permanent)

04.17 POS design (temporary)

04.18 Shop sign

04.19 Window design

04.20 Counter display structure

04.21 Counter display graphics

04.22 Indoor poster

04.23 Price list

04.24 Menu

04.25 Single item price label

04.26 Totem

04.27 Counter decoration

04.28 Flag

Special

04.29 Outdoor installation

04.30 Building application

04.31 Transport application

04.32 Adaptation

04. Advertising

	min	max	min	max	min	max
04.01	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
<hr/>						
04.02	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.03	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.04	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.05	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.06	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.07	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.08	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.09	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
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04.10	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.11	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.12	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.13	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.14	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.15	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
<hr/>						
04.16	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.17	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.18	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.19	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.20	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.21	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.22	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.23	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.24	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.25	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.26	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.27	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.28	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
<hr/>						
04.29	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.30	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.31	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx
04.32	€xxx	€xxx	\$xxx	\$xxx	£xxx	£xxx