

# PRICE LIST

The following is a price list meant to act as guideline for determining the cost of your projects. These prices are representative of industry but are not exact. Location of the publisher as well as the size of publication influence the cost of producing something. So does the actual budget supplied by the client that provides the design with a ceiling dollar amount. In addition to using this guide, the wise student should refer to the Artist Market for specific publishers, they should also refer to the price list of local vendors, especially when they are really producing something locally.

## SALARIES

Position	Hourly Rates			
	Quality of Job	OK	Good	Great
Art Director .....	\$12.00	..... \$21.00	..... \$30.00	
Writer .....	\$8.00	..... \$14.00	..... \$20.00	
Copy Editor .....	\$8.00	..... \$14.00	..... \$20.00	
Secretarial .....	\$6.00	..... \$9.00	..... \$12.00	

### DESIGNERS

Press .....	\$10.00	..... \$20.00	..... \$30.00
by Project .....	\$200.00	\$1,000.00	\$4,000.00
AV/Multimedia .....	\$15.00	..... \$32.50	..... \$50.00
by Project .....	\$500.00	\$2,000.00	\$5,000.00
Web .....	\$15.00	..... \$32.50	..... \$50.00
By Project .....	\$300.00	\$1,200.00	\$5,000.00

### ILLUSTRATOR

Press .....	\$10.00	..... \$20.00	..... \$30.00
AV .....	\$10.00	..... \$20.00	..... \$30.00
3-d/Animation .....	\$30.00	..... \$45.00	..... \$60.00

### PHOTOGRAPHER\*

Studio .....	\$10.00	..... \$20.00	..... \$30.00
Location .....	\$30.00	..... \$45.00	..... \$100.00

\*Pay for full or 1/2 day

### TECHS\*

Sound Engineer .....	\$12.00	..... \$21.00	..... \$30.00
Camera Operator .....	\$12.00	..... \$21.00	..... \$30.00
Production Artist .....	\$12.00	..... \$21.00	..... \$30.00

\*Pay for full or 1/2 day

## ILLUSTRATION & PHOTOGRAPHY

### CLIP ART FOR NOT-FOR PROFIT PUBLICATIONS

Vector .....	\$49.95 set	..... \$5.00 each
Line Art Tiff .....	\$49.95 set	..... \$5.00 each
Photo tiff .....	\$49.95 set	..... \$5.00 each

## STOCK IMAGES

### ILLUSTRATIONS

Tear Sheet .....	\$149.99 set,	..... \$20.00 each
Stock Illustration* .....	\$199.99 set,	..... \$20.00 each

### PHOTOGRAPHY

Stock Photography* ..	\$199.99 set,	..... \$20.00 each
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\*from the direct stock books owned by the lab

## COMMISSIONED ART

Style	1/4pg	1/2pg	3/4-Full
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### ILLUSTRATIONS

B&W .....	\$50.00	... \$112.50	... \$175.00
Spot .....	\$75.00	... \$160.00	... \$200.00
Color .....	\$100.00	... \$200.00	... \$300.00

### CARTOONS

(Magazine or Newspaper publication only)

B&W .....	\$25.00	..... \$30.00	..... \$35.00
Color .....	\$50.00	..... \$60.00	..... \$70.00

### PHOTOGRAPHS\*

B&W .....	\$50.00	... \$112.50	... \$175.00
Duotone .....	\$75.00	... \$160.00	... \$200.00
Color .....	\$100.00	... \$200.00	... \$300.00

# PRICE LIST

## INTERNET SERVICE

### SERVER STORAGE

Space per month	Site	Site & URL
10 MB space .....	\$20.00 .....	\$200.00

## CD & DVD BURNING

### CD

Type	Quantity	Price
First Disc .....	1 .....	\$20.00
First Disc Label & Case ....	1 .....	\$20.00
Full Size (650mb) .....	1000 .....	\$580.00
Full Size (650mb) .....	2500 .....	\$1,200.00
Full with case & insert ...	1000 .....	\$995.00
disc imprint .....	1 .....	\$25.00
Mini Round (180mb) ....	1000 .....	\$780.00
Business Card (120mb) .	1000 .....	\$780.00

### DVD

Type	Quantity	Price
First Disc .....	1 .....	\$40.00
First Disc Label & Case ....	1 .....	\$40.00
Replication .....	1000 .....	\$298.00
with case & insert .....	1000 .....	\$995.00
disc imprint .....	1 .....	\$25.00

## SCANS

### BLACK & WHITE SCANS

Up to 600 DPI .....	\$9.00 each
1200 DPI .....	\$18.00 each
1500 DPI .....	\$20.00 each

### COLOR SCANS

Up to 600 DPI .....	\$18.00 each
1200 DPI .....	\$36.00 each
1500 DPI .....	\$40.00 each

## TYPE

### FREE TYPE FAMILIES

Amphion	Goudy
AvantGarde	Helvetica
Avenir	ItcKabel
Belwe	Kuenstler
Bodoni	Lithos
Chicago	Novarese
Clearface	Souvenir
Courier	Times
Engravers	Zapf Chancery
Garamond	Zapf Dingbats

### ON CALL FACES

CD-ROM Directory .....	\$49.00
Each Face .....	\$19.00

## FILM & PROOF PRINT OUTPUT

Pages	81/2x 11	81/2x14	11x17
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### REPRO PAPER OUTPUT (1200 OR 2400 DPI)

1-5 .....	\$9.75	\$12.50	\$17.00
10+ .....	\$8.75	\$11.50	\$16.00

### FILM OUTPUT (120 LPI OR GREATER)

1-5 .....	\$18.50	\$23.50	\$32.50
10+ .....	\$16.50	\$21.50	\$30.50

### 600 DPI COLOR LASER

1-5 .....	\$12.00	\$18.50
Duplicate Prints .....	\$8.00	\$14.50
6 or more originals .....	\$10.00	\$16.50
Duplicate Proofs* .....	\$7.00	\$13.50

\*Duplicates MUST be ordered at the same time as originals.

### IRIS COLOR PROOFS

1-5 originals .....	\$55.00
Duplicate Proofs* .....	\$27.50
6 or more originals .....	\$50.00
Duplicate Proofs* .....	\$25.00

\*Duplicates MUST be ordered at the same time as originals.

# PRICE LIST

## OFFSET PRINTING

### FILMS

Negatives	Up to 11"x17"	Up to 22"x30"
Line Art .....	\$9.00 .....	\$14.00 .....
Halftone .....	\$9.00 .....	\$18.00 .....
Imagesetter	8 1/2x 11	8 1/2x14 11x17

Repro Paper Output (1200 or 2400 DPI)			
1-5 .....	\$9.75 .....	\$12.50 .....	\$17.00 .....
10+ .....	\$8.75 .....	\$11.50 .....	\$16.00 .....
Film Output (120 LPI or greater)			
1-5 .....	\$18.50 .....	\$23.50 .....	\$32.50 .....
10+ .....	\$16.50 .....	\$21.50 .....	\$30.50 .....

### FILM PROOFS

Blueprint	
10x12 .....	\$10.00
12x18 .....	\$20.00
3M Matchprints*	
10"x12" .....	\$60.00
12"x18" .....	\$95.00

\*Turnaround time on all Matchprints is from 24 to 48 hours.

### PRESS

Press Supplies	
each impression .....	\$0.01
per 1000 impressions .....	\$5.00
Ink*	
Black, per impression .....	\$0.01
Color, per impression .....	\$0.02
*\$2.00 minimum	
Plates	
11" 1/2 x 18" .....	\$4.50
23" x 36" .....	\$16.00

## PAPER

### WHITE

Weight	Size	per sheet	1000 (M)
50# .....	8 1/2"x11" .....	\$0.03 .....	\$22.00
50# .....	8 1/2"x14" .....	\$0.04 .....	\$24.00
50# .....	11"x17" .....	\$0.06 .....	\$44.00
60# .....	17 1/2x22 1/2" .....	\$0.10 .....	\$96.00
60# .....	11"x17" .....	\$0.09 .....	\$48.00

### IVORY OR GRAY

Weight	Size	per sheet	1000 (M)
60# .....	8 1/2"x11" .....	\$0.03 .....	\$22.00
60# .....	17 1/2x22 1/2" .....	\$0.10 .....	\$96.00

### COLOR

Weight	Size	per sheet	1000 (M)
50# .....	8 1/2"x11" .....	\$0.04 .....	\$24.00
50# .....	8 1/2"x14" .....	\$0.06 .....	\$26.00
50# .....	11"x17" .....	\$0.08 .....	\$48.00
60# .....	17 1/2x22 1/2" .....	\$0.14 .....	\$104.00
60# .....	11"x17" .....	\$0.11 .....	\$54.00

### 70#-80#

Weight	Size	per sheet	1000 (M)
White .....	23"x35" .....	\$0.70 .....	\$350.00
Ivory or Gray .....	23"x35" .....	\$0.70 .....	\$350.00
Color .....	23"x35" .....	\$0.90 .....	\$450.00

### ENVELOPES

Color	Size	Each	1000 (M)
Plain White .....	#9 .....	\$0.06 .....	\$48.00
Plain White .....	#10 .....	\$0.06 .....	\$48.00
Ivory or Gray .....	#9 .....	\$0.07 .....	\$60.00
Ivory or Gray .....	#10 .....	\$0.09 .....	\$80.00
White .....	6 3/4 reg .....	\$0.03 .....	\$30.00
White .....	A6 .....	\$0.12 .....	\$110.00
Color .....	A6 .....	\$0.36 .....	\$330.00
White .....	A2 .....	\$0.10 .....	\$90.00
Color .....	A2 .....	\$0.30 .....	\$310.00

# PRICE LIST

## Offset Printing continued

### POSTPRESS

#### Folding\*

Per 1000 ..... \$6.00

\*\$6.00 minimum

#### Collating\*

Per 1000 ..... \$6.00

\*\$6.00 minimum

#### Stapling\*

1 staple per 1000 ..... \$6.00

2 staples per 1000 ..... \$12.00

\*\$6.00 minimum

## SPECIAL PRINTING

### Tickets                      Set                      Additional

2"x5" single stub ..... \$36.00 ..... \$0.08

2"x5" double stub ..... \$44.00 ..... \$0.09

2"x3" single stub ..... \$36.00 ..... \$0.08

2"x3" double stub ..... \$44.00 ..... \$0.09

### Business Cards

per 100 ..... \$24.00

Full Color per 1,000 ..... \$100.00

### 4-color Postcards per 1000

4"x6" ..... \$249.00 per side

6"x9" ..... \$699.99 per side

## LARGE FORMAT PRINTING

### PAPER

#### Type                      1st Print                      Additional

24" x 36" ..... \$35 ..... \$25

36" x 48" ..... \$75 ..... \$50

36"x72" ..... \$150.00 ..... \$125.00

### CANVAS

#### Type                      1st Disk                      Additional

36" x 48" ..... \$600.00 ..... \$500.00

36"x72" ..... \$1,000.00 ..... \$900.00

### ACETATE

#### Type                      1st Disk                      Additional

36" x 48" ..... \$300.00 ..... \$200.00

36"x72" ..... \$500.00 ..... \$400.00