

# Ann Lutnicki

ILLUSTRATION & DESIGN

## 2011 Products and Services Pricing

Illustration and Graphic Arts Services: Comparative Fees Based on \$40.00 per Hour				
Product	Description	B/W	Color	Comments
Small Format Illustrations For: Books (Interior) Greeting cards Magazines Editorials T-shirts	Spot	\$80 - \$450	\$80 - \$750	<ul style="list-style-type: none"> <li>Type of publication and distribution will determine pricing.</li> <li>Number of elements and level of detail will determine pricing.</li> <li>Spots include one main element and may include two or three minor elements with little to no background or setting.</li> <li>Full page can entail full bleed and include multiple elements and/or characters.</li> <li>Full page usually includes background and/or setting elements as well.</li> <li>Prices include concept design and layout, and limited editing. Additional fees for extended editing and work changes.</li> </ul>
	Quarter Page	\$100 - \$700	\$125 - \$1,000	
	Half Page	\$150 - \$1,000	\$200 - \$1,800	
	Spread	\$300 - \$2,000	\$300 - \$3,200	
Large Format for Portraits, Posters, Tabloids	Determined by dimensions. Contact for estimate, please.			
Purchase Non-Exclusive Rights	Add 30% to Price			
Purchase Exclusive Rights	Add 50% to Price			
Children's Picture Book	Advance \$100 - \$500 per page. Royalties, Royalty Escalation, and Other Use to also be determined.			

Web Graphics and Design Services: Comparative Prices Based on \$40.00 per Hour	
Flash Animation or Animated GIF	\$80 - \$1,600
Banner Ad	\$80 - \$800
Custom Drawn Graphics	\$240 and up
Graphics Format Conversion and Resizing	\$40 and up
Image Slicing	\$40 and up
Graphics & Photo Manipulation	\$40 and up
Retouching & image repair services	\$40 and up
Image compositing & special effects	\$40 and up
Scan & basic image cleanup (contrast, color correct, remove dust, etc)	\$10 each
Pricing includes concept design and layout, and limited editing. Additional fees for extended editing and work changes.	

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Desktop Publishing and Graphic Design Services: Comparative Prices Based on \$40.00 per Hour				
	Size Metric/mm	Size Inches	Price	Comments
Logo Design			\$160 - \$1,600	
Business Cards	9x5	3.5 x 2.0	\$240	Standard Rectangular
Brochure Design Insert Type	A4	11 x 8.5	\$320	For larger inserts and posters, please contact for quote.
Brochure Design Insert Type	1/2 A4 1/3 A4	5.5 x 8.5 2.84 x 8.5	\$240	
Brochure Design 3 Folds	A4 Letter	11 x 8.5	\$800	
Brochure Design 4-5 Folds	A4 Legal	14 x 8.5	\$1,000	
Letter Head Design	A4	8.5 x 11	\$160 - \$360	
Envelope Design Any Size			\$80 - \$160	
Magazine Ad	A4 1/8 page	4.25 x 3	\$160	
Magazine Ad	A4 1/4 page	4 x 6	\$240	
Magazine Ad	A4 1/3 page	4. x 8.5	\$280	
Magazine Ad 1/2 page - full page	1/2 A4 A4	8.5 x 6 8.5 x 11	\$320 - \$640	
Newspaper Ad	1/4 page or less	8.5 x 11 or less	\$240	Black and White
Newspaper Ad	1/2 page	17 x 12	\$320	Black and White
Newspaper Ad	Full Page	17 x 22	\$640	Black and White
Pricing includes concept design and layout, and limited editing. Additional fees for extended editing and work changes.				