



# Service Rates

and info for Custom-made/Freelance Work

\*If you're looking for rates on my "Offered" Commissions, go to my Store on my website\*  
Up to date as of 11/28/17

# Services Provided

Rates on this page account for labor costs **only**. Read the next couple of pages for license, use, and rights information. If you do not see a particular service you're looking for, [contact me via my website](#) and inquire if I offer that service.

These rates are subject to change due to volume, my current work schedules, or growing experience.

## Illustration

	SIMPLE <sup>1</sup> RATE	COMPLEX <sup>1</sup> RATE
<b>COVER ART</b>		
Album	\$500-\$1000 usd <sup>2</sup>	\$800-\$1600 usd
Book	\$200-\$500 usd	\$500-\$1000 usd
Podcast	\$500-\$1000 usd	\$800-\$1600 usd
<b>RETAIL PRODUCT</b>		
Novelty <sup>3</sup>	\$400-\$800 usd	\$800-\$1600 usd
<b>EDITORIAL</b>		
	\$200-\$750 usd	\$750-\$2500 usd
<b>PERSONAL<sup>4</sup></b>		
	\$50-\$750 usd	\$500-\$1000 usd

## ADDITIONAL FEES

	PERCENTAGE OF ORIGINAL FEE
Re-Use	50%
Expedited Work	100%

<sup>1</sup>"Simple" and "Complex" refers to art style and how detailed/highly involved you may want the art to be.

<sup>2</sup>Price ranges address scope of work and depend on a number of factors based off of what *you're* looking for

<sup>3</sup>T-shirts, gift, cap, mug, tote bag, key chain, etc. Think about whether you want to do royalties or a flat fee on when it comes to licensing/using the art.

<sup>4</sup>This is for those who only want something custom-made and not for commercial use.

# Licensing

The following are Licensing Fees for Commercial Use. Again, if you do not see a particular service you're looking for, [contact me via my website](#) and send an inquiry.

## Art used in Motion Pictures, TV, & Video

Use	AGGREGATE SECONDS ON SCREEN	LICENSING FEES
Minor or Background	2-5	\$25-1500 usd
Medium	5-9	\$500-3500 usd
Major	10 or more	\$2000-10000 usd
Featured*		\$5000-25000 usd

\*Artwork handled on screen, mentioned in script, used as a plot point, or "morphed".

## Different types of Licenses/Rights/Usage

Below explains the different types of Licenses, Rights, and Usages. This is case-by-case so look to see which one (or more) best fits your situation, as will I, and we'll go from there. Keep in mind that this is not an exhaustive list and that these normally come at an additional price so if you're looking for something super specific, we can discuss it and have it in writing.

**All-Rights Contract:** Contract that purchases all rights of usage for reproduction of an artwork forever but the artist keeps their authorship. Artist also still retains statutory termination right.

**Distribution Right:** Right to control distribution of a piece of work held by the copyright holder.

**Exclusive Unlimited Rights:** Usage Rights granted by artist in which the artist may not sell any use to anyone else. Artist retains authorship rights and may reclaim these rights after 35 years. Artist can display work or use for self promotion.

**Exclusive Use:** Usage right where no one except the purchaser of the image may use the image without permission of the purchaser.

**First Right:** The right to be the 1st user of art for a one-time use.

**Limited Rights:** Specific usage rights that can range from one-time to extensive use. Is clearly detailed in writing and should include time period, market, geographic region, and medium.

**Multiple Rights:** Usage rights for work on high-exposure products that may need a number of rights over longer periods of time and more media, regions, and markets.

**Noncompeting Rights:** Uses other than the original commission that do not conflict or compete with the commissioning party's business or market.

**Nonexclusive Use:** A usage right where the client, along with the artist, is allowed to reuse (or resell) work in specified regions and situations. All uses need to be clarified and specified in writing to avoid any future conflict of interest.

**Reprint Right:** Right to print something that's already been published elsewhere.

**Reuse:** Sale of additional rights to an existing artwork.

**Right to Modify (Alterations):** Purchaser of rights to artwork holds the copyright only in the collective work, not in the underlying contribution of the art itself. Altered artwork is a derivative work of an original, if the artist does not grant the right to create a derivative work, the client has no right to alter the image. Any alterations to artwork should be consulted with the initial artist.

**Second Right:** Right to use art that has appeared somewhere else.

**Sublicensing Right:** Right to sell any of the rights granted to third parties.

**Termination Right:** Referring to (1) right provided in copyright law and (2) right to end a contract.

**Unlimited Rights:** The purchase of all usage rights connected with a piece for all media in all markets for an unlimited time. Artwork may be reproduced by the artist for self-promotion, and artist may display the work. Artist also retains the copyright.

\*Prices and definitions sourced and referenced from Graphic Artists Guild Handbook: Pricing & Ethical Guidelines.



## COMMISSION TERMS & CONDITIONS FOR CUSTOM/FREELANCE WORK

- If there is an appropriate form to fill out, **please fill it out**. Some questions may seem redundant but they're all important in helping me get as **much** information and details out of you about your project upfront. Plus it cuts digital consultation time. I like to immediately start work when you contact me.
- Please **know** what you want before contacting/sending in an inquiry.
- If there is not a form of a specific type of service you want from me, **please be sure to be as specific and detailed as possible** when you send in an inquiry through the basic contact form. Any and everything that you feel is important that I need to know should be expressed **prior** to work in order for me to deliver a quality product.
- When I ask for more details, please provide more details--preferably with visual examples. Sometimes the best form of communication is by *showing*--not just telling.
- I retain the right to refuse any request.
- Commissions, on average, are completed within 3-6 weeks depending on current work schedule and what you're specifically asking of me. This does **not** include setup and some consultation prior to work and entirely depends on how often you check your email, how quick we sign the necessary documents and when you pay your deposit/balance. With that all said, **expect at least a month of attention on your commission**.
- If you're looking to have your work completed sooner than the above estimated time-frame, depending on my work schedule, an expedited fee will be included in an invoice if I do accept said commission request.
- **I will NOT create anything that is of offensive material**. If you're not sure, ask within your inquiry or on the forms provided.
- Unless we have established in a signed agreement, you may **not** re-distribute, resell or profit from the artwork.
- **I am not responsible for printing**. What I provide is a digital product delivered via e-mail.
- If you've ordered a personal, non-commercial piece, you may resize or crop the commissioned artwork to create icons and other graphics to be used non-commercially but you can NOT alter the artwork itself (ask if you're unsure).
- The more you want, the more you can expect an additional charge.
- **I do NOT answer work emails/DMs/tweets/inbox questions after 7:30pm EST on Weekdays. I do NOT do anything pertaining/relating to work on weekends either.**
- I always work with contracts/Letter of/License Agreements when it's Custom/Freelance Work. If you have your own contract, let me know prior to work. If you're not looking to have something in writing for your specific/custom commission then **expect to pay the complete balance upfront, no exceptions**.

## PAYMENT

- Depending on the price I give and nature of the commission, you will either pay in full upfront or in more than one payment. Again, If you're not looking to have a contract/LOA made and agreed upon for your specific commission then the price given will need to be paid upfront, no exceptions.
- **Production will only begin when either full balance or deposit is received via a Paypal or HelloBonsai invoice.**
- All prices are expressed in U.S. dollars, and payments are expected as such. You are responsible for sending the correct amount, equal to the listed U.S. dollar amount.

## COPYRIGHT

Typically, commissioned images are copyrighted by me and I retain authorship. If you'd like for a commissioned piece to be copyrighted/owned completely by you, we can discuss and negotiate options we can take but expect to be charged accordingly (and it's a pretty penny). The **only** other time I would be willing to give up rights to an image I produce is if I'm brought on a team for a much larger production (think film, TV, game, an app, etc).