



Australian Society of Authors

Minimum Comics Page Rates 2010

- These rates can be used by publishers, organisations such as teaching institutions, the corporate sector and individuals wanting to commission comics creators to produce comics work.
- These rates will apply to commissioned work (work-for-hire) situations (where the copyright in the work may or may not reside with the artist or writer).
- The ASA recommends that comics creators who create original work where no other pre-existing IP exists, do so under an exclusive licence where they retain the copyright. If, however, the work is produced for a pre-existing project then the comics creator may need to assign copyright.
- These rates could also serve as an advance against royalties on comic book or graphic novel earnings, or be earned out to their pay-out amount or to achieving certain sales figures (eg. >50,000 copies of a comic book series sold) after which a royalty based on Recommended Retail Price (RRP) [usually 10%] comes into play.
- Publishers or other commissioners wanting to audition comics creators for jobs should pay the recommended rates.
- Where publishers or other commissioners want to bundle jobs with one particular artist (eg. penciling, colouring and lettering) then the commissioner needs to either pay out the rates for each individual job component, or, the artist can negotiate a reasonable package rate that does not undercut the recommended rates for the total of all job components by more than 15%.
- Please note that these rates should be applicable as a starting point in Australia, as some overseas companies pay higher rates. There will also be variations in pay scale for emerging talent as opposed to established brand-name creators or those who have amassed a large backlist of titles and many credits.
- Rates are exclusive of GST.
- These rates have been adopted by the ASA until the end of 2010 when all ASA rates are to be reviewed.

NB: This is a summary only and is no substitute for a legal document. While every effort has been made to ensure accuracy of the information in this leaflet, the ASA accepts no liability for loss arising from inaccuracies, if any, contained within. Contact the ASA on 02 9318 0877 or email asa@asauthors.org if you have any queries regarding this information.

CATEGORIES	ASA MINIMUM COMICS FREELANCE PAGE RATES	APPLICATIONS
Concept sketches / Model sheets B & W Colour	B & W: \$55 - \$65 per piece Colour: \$85 - \$100 per piece	<i>These rates can be used when artists are only employed to produce concept art or model sheets for a project.</i>
Thumbnails / Roughs / Layouts (Comics page / panel / shot design)	\$35 - \$50 per page	<i>Layout artists can be attached to a project to work exclusively on thumbnails (rough sketches in panel layout usually on an A5 page). The panel layout artist focuses on panel and shot design on each page using the script as a guide.</i>
Penciling (hand-penciling or digital-design)	\$100 - \$200 per page	<i>Applies to clean penciled artwork.</i>
Inking	\$75 - \$150 per page	
Colouring (digital colouring)	\$100 - \$150 per page Covers (digital): \$250 - \$500 per cover	
Painting (hand-painted)	\$200 - \$350 per page Cover (hand-painted): \$500 - \$1000 per cover	
Lettering (hand-lettering or computer-lettering)	\$35 - \$50 per page	<i>This job involves creating print-ready caption boxes, sound effects, thought and speech balloons and titles.</i>
Writing (story and script)	\$75 - \$100 per page	<i>Writing involves creating the story outline, page breakdowns and script.</i>
Cartoon / comic strip (print and web-comic)	\$150 - \$195 spot cartoon or comic strip	
Zines	\$50 - \$75 per page	<i>Zines are low circulation self-published mini comics or mini-magazines using original or appropriated text and images, which can include sequential art (comics content). They can be hand-made or produced digitally and are usually photocopied.</i>
Convention sketches	Up to individual artist	<i>We recommend artists charge for convention sketches as some recipients collect free sketches and then trade them for profit (eg. sell them on eBay). Make sure all pieces are signed and dated.</i>
Original finished comics pages for sale (penciled, inked and/or coloured)	Up to individual artist	<i>We recommend artists rank their pages in the following groups: Covers and A, B and C pages and work out rates on a descending scale according to grouping, popularity of the published work and reputation of the artist. Make sure all pieces are signed and dated.</i>
Commissioned artwork (one character piece or landscape or object sourced from comics properties)	Up to individual artist	
Editing / Script Assessment	\$55 - \$75 per hour or \$15 - \$25 per page	<i>Increase rates by 20% or more if doing a written script assessment.</i>
Project Management / Consultancy	\$75 to \$120 per hour	<i>Consultancy can include talent scouting.</i>