



Australian Society of Authors

## *ASA Guidelines to Comics Page Rates and Conditions*

- 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.
- The rates will apply to commissioned work (work-for-hire) situations where the copyright might or might not reside with the artist or writer.
- The ASA recommends that comic creators who create original work where the Intellectual Property (IP) is already pre-owned do so under an exclusive licence whereby they retain the copyright. However, if the work is produced for a pre-owned project, then the comics creator may need to assign copyright.
- Comics creators could negotiate two payments for the one work: (1) pages rates; plus (2) royalties for copies sold over a certain threshold. For example, assume that a publisher releases 50,000 copies of a comic book containing 24 pages of art and story with a recommended retail price (RRP) of \$5. The writer will receive a page rate of \$100 per page, totalling \$2,400; and the artist will receive a rate of \$100 per page for pencilling and also \$100 per page for inking, totalling \$4,800. As well, once sales exceeded 35,000 copies (say), the writer and artist could ask for up to 5% each.
- Publishers or other commissioners wanting to audition creators for jobs should pay the recommended rates for work performed during the audition period.
- Where publishers or other commissioners want to bundle jobs with one particular artist (eg, pencilling, colouring and lettering), then the commissioner needs either to pay out the rates for each individual job component or else the artist can negotiate a reasonable package rate that does not undercut by more than 15% the recommended rates for the total of all job components.
- Please note that these rates should apply as minimum Australian rates; some overseas companies pay higher rates. There will also be variations in pay scales 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 Goods and Services Tax (GST).

*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](mailto: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: \$55 - \$65 per piece Colour: \$85 - \$100 per piece	<i>These rates can be used when artists are employed only 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 webcomic)	\$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>



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