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Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 14th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the need for up-to-date information on business, ethical, and legal issues is greater than ever.

### **Graphic Artist's Guild Handbook of Pricing and Ethical ...**

16 Apr. 15th Edition of the Graphic Artists Guild Handbook: Pricing & Ethical Guidelines Published. The latest edition of the industry bible, informally known as “PEGs”, was released in early April. In addition to the popular pricing tables and

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sample contracts, the 15th edition features a greatly reworked chapter on Surface Pattern Design, and an expanded and updated chapter with professional, business, and legal resources.

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So, the Graphic Artists Guild Handbook: Pricing and Ethical Guidelines (or the Handbook, as we call it for short) is filled with prices that were compromises. Anyone looking at those prices and thinking that they are high is really shooting him or herself in the foot. When I look at those prices, I consider that these were negotiated prices.

### **Pricing: How Low Will You Go - The Graphic Artist Guild**



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### **Home - The Graphic Artist Guild**

Graphic Artists Guild's Handbook: Pricing & Ethical Guidelines, news articles, webinars,, and other educational and business resources virtual and in-person social and

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educational events These and much more will help you do your job better, more profitably, and with less stress.

## **About the Graphic Artists Guild - The Graphic Artist Guild**

Pricing & Ethical Guidelines Survey. Thank you for checking out our survey! We need input from Creative Professionals so we can compile real-world, accurate, and current pricing for the 16th edition of our pricing handbook. The Graphic Artists Guild has been publishing the Graphic Artists Guild Handbook: Pricing & Ethical Guidelines since 1973, and it has become one of the most widely used books of its kind in the industry.

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## **The Graphic Artists Guild: Pricing & Ethical Guidelines Survey**

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Graphic Artists Guild Handbook: Pricing & Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines) Paperback – Bargain Price, September 12, 2007

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- We welcome e-mailed price suggestions or additions that would make this guide more useful.
- For details on illustration pricing, we refer you to the Graphic Artists Guild Handbook.

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