



# Illustration fees

The ASA publishes information on recommended rates of pay for writers and illustrators. This information is highly valued by members and the wider industry, as it helps creators negotiate and benchmark their paid work. The following information has been provided by and belongs to the ASA and can be found at the following link. [The ASA is the professional association for Australia's authors and illustrators - Australian Society of Authors \(ASA\) \(asauthors.org\)](http://asauthors.org)

These rates of pay have been developed through research and benchmarking, most particularly to MEAA rates of pay and through surveying ASA members and the members of Writers' Centres throughout Australia.

All rates exclude GST. *Subscribers to my site receive 10% discount on these fees.*

**In order to ensure that these rates of pay keep pace with inflation, a WPI increase will be applied at the end of each financial year.**

It is important to remember that many factors affect the rates of pay being offered, from the size of the organisation offering the work, to the level of experience of the creator. There are two rules that are not open to debate, however:

- 1. Writers and Illustrators deserve to be fairly paid for their work.**
- 2. Creators need to value their own talents and be brave enough to ask to be paid fairly.**

The following rates are based on A4-size projects. Rates can be increased depending on detail required, research involved, and conceptual input required. For 'one-off' or single illustrations paid on a flat fee without royalties add 20 per cent; for online usage, a limited time agreement of a maximum of two years and an indication of the type of access should be specified.

## ***Roughs***

Black and white - \$68

Colour - \$99

## ***Black and white book illustration***

Quarter page or chapter head - \$222

Half page - \$352

Full page - \$471

Double page spread - \$595

## ***Colour Book Illustration***

Quarter page or chapter head - \$311

Half page - \$492

Full page - \$699

Double page spread - \$932

Cover - \$1346