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artists—helping them navigate the world of pricing, collecting payment for, and protecting their creative work, as well as growing their freelance business to create a sustainable and rewarding livelihood. The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines is

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and ...**

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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

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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**

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16 Apr. 15th Edition of
the Graphic Artists
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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
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the 15th edition
features a greatly
reworked chapter on
Surface Pattern
Design, and an
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professional,
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resources.

**15th Edition of the
Graphic Artists
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So, the Graphic
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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.

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When I look at those prices, I consider that these were negotiated prices.

Ethical

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

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**Home - The Graphic
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Guild's Handbook:

Pricing & Ethical

Guidelines, news

articles, webinars,,

and other educational

and business

resources virtual and

in-person social and

educational events

These and much

more will help you do

your job better, more

profitably, and with

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less stress.

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checking out our
survey! We need
input from Creative
Professionals so we
can compile real-
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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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Paperback – Bargain
Price, September 12,
2007

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The Graphic Artists

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Guild considers you a member once we receive your application in the office. Full processing of your application takes approximately 3-4 weeks. This includes receiving your membership pack and copy of the printed edition of the Handbook.

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