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Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 14th Edition is an indispensable resource

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Handbook Pricing Ethical
Lines

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.

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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 sample contracts, the 15th edition features a greatly reworked chapter on Surface Pattern Design, and an expanded and

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updated chapter with professional,
business, and legal resources.

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So, the Graphic Artists Guild
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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
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Graphic Artists Guild. 31 West 34th
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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
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Thank you for checking out our

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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.

The Graphic Artists Guild: Pricing & Ethical Guidelines Survey

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