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Trade Customs & Pricing Guidelines explores the customary professional practices and sample pricing for various disciplines within the graphic arts industry. The book begins with salaries and trade customs for staff positions as a point of reference for graphic artists seeking employment and for self-employed artists trying to determine what to charge for their services.

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The Graphic Artists Guild is a guild of graphic designers, illustrators, ... The Graphic Artists Guild published the first edition of its Pricing & Ethical Guidelines in 1973. Pricing & Ethical Guidelines began as a 20-page pamphlet and has grown into a 400-page book.

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