

# How much to charge for a poster?

1



**This is you.**

You will be the poster's designer.

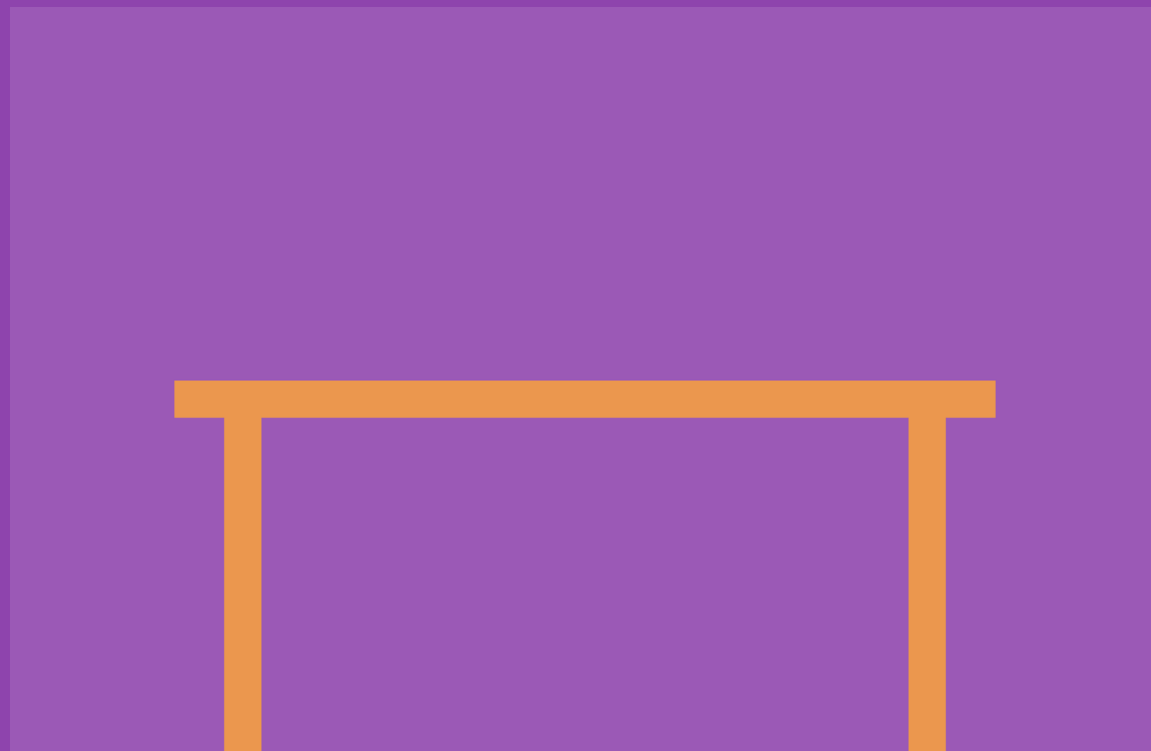
2



**You will be spending 10 days working on the poster.**

Let's simplify by saying that a designer dedicates, on average, **7 hours** of work during **10 days** to a poster.

3



**You need a place to live and work.**

You pay **400€** per month for the rental of your apartment. The 70 hours of work that you will employ on the poster will pay **75,27€** of the total 400€.

Um mês tem 31 dias. Um dia tem 12 horas possíveis para trabalhar.  $31 * 12 = 372$ . Neste caso, vai trabalhar 7 horas por dia no cartaz.  $70 * 400 / 372 = 75.27$

4

**There is a set of essential tools for a designer.**

**Computer** — 2000€ / 12 months / 5 years(object's validity) = **33,33€** per month

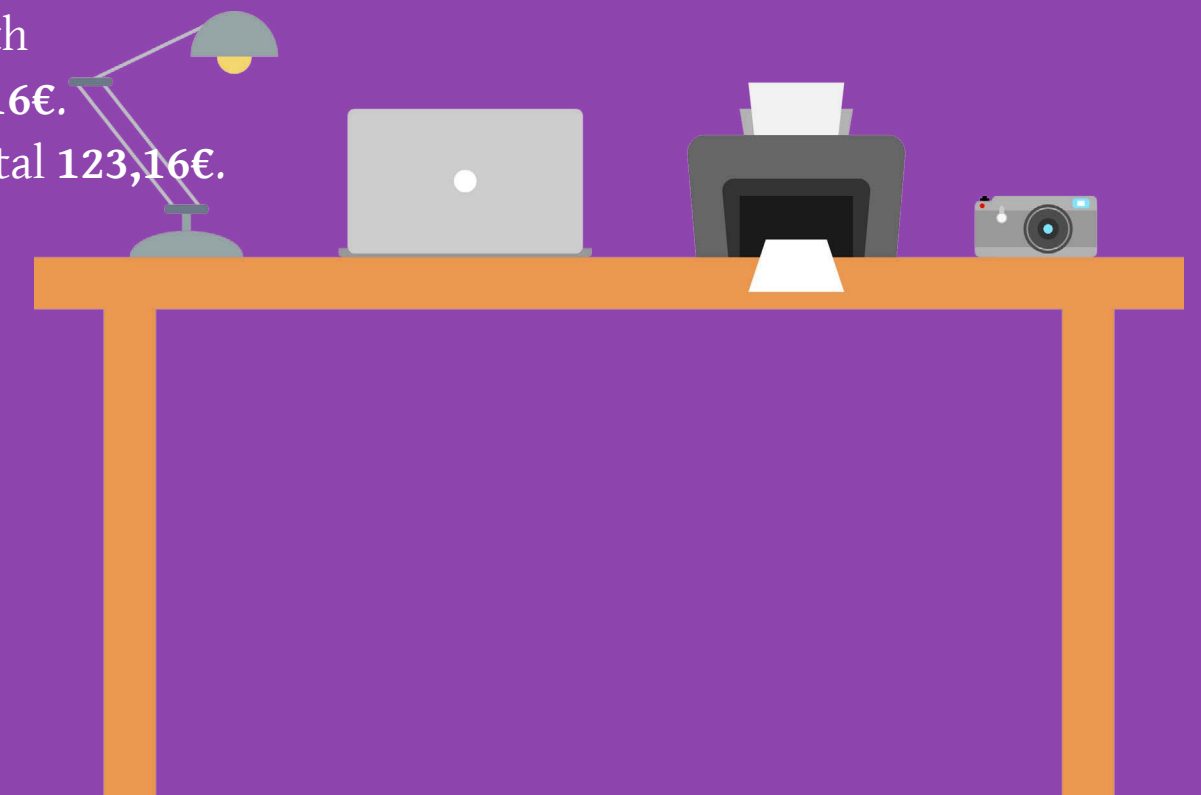
**Camera** — 700€ / 12 months / 5 years(object's validity) = **11,67€** per month

**Printer** — 1000€ / 12 months / 7 years(object's validity) = **16,67€** per month

**Creative software** — **61,49€** per month

All this will cost you, per month, **123,16€**.

The poster should pay 23,84€ of the total **123,16€**.



5

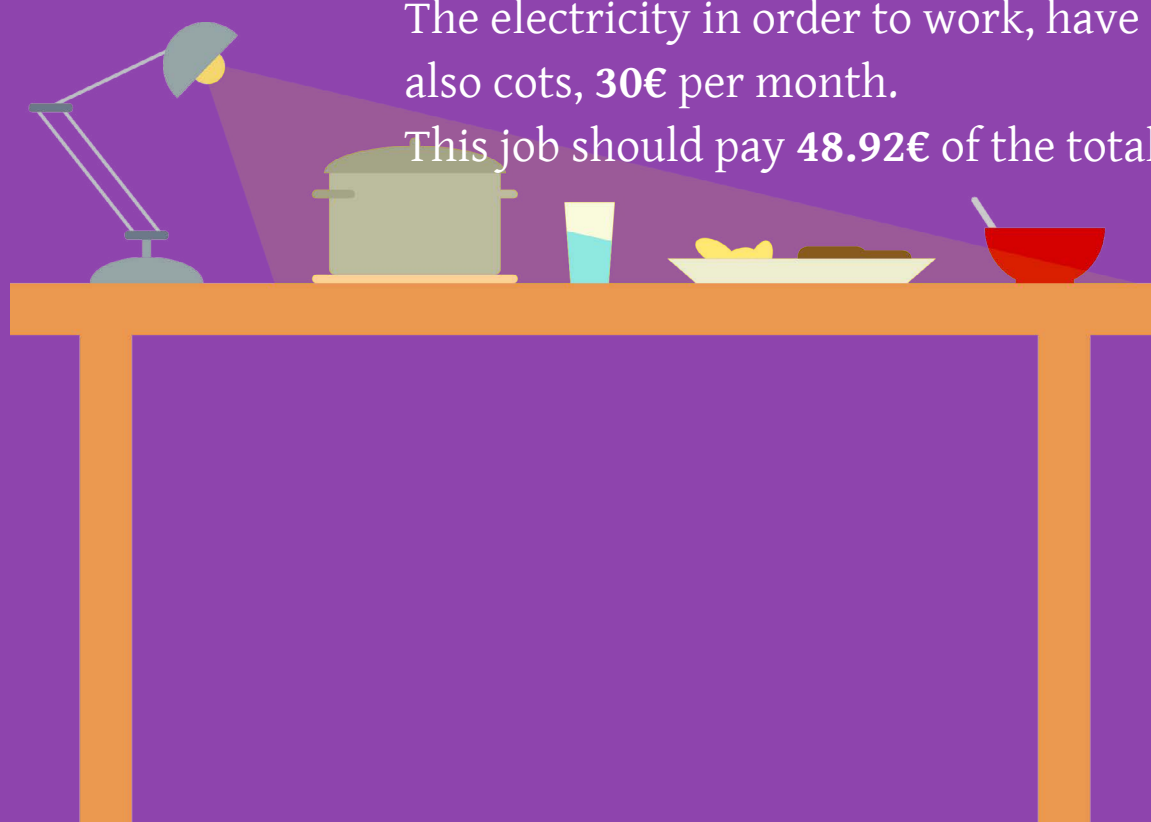
**Like all humans, you need to eat and use water and light.**

In food you will spend, on average, **200€** per month.

To cook, wash, etc, you will pay **30€** per month for water.

The electricity in order to work, have lighting, etc, also costs, **30€** per month.

This job should pay **48.92€** of the total 260€.

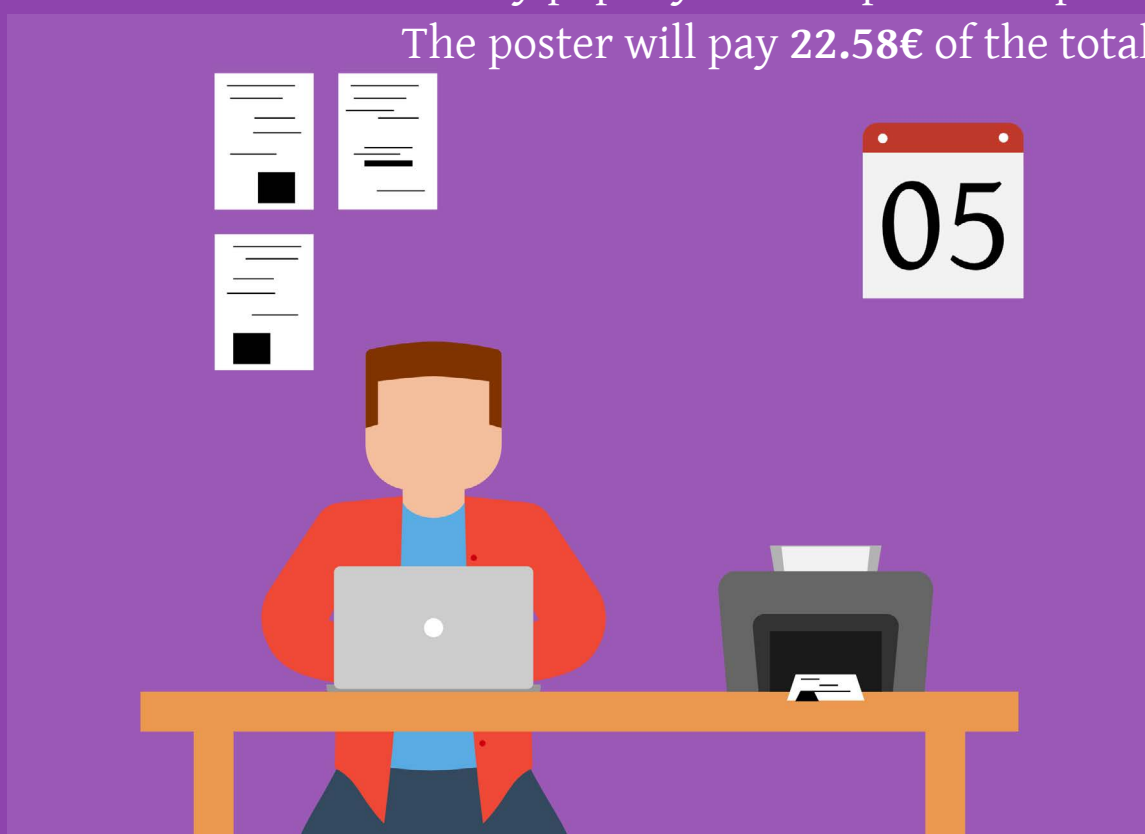


7

**By the fifth day you will begin testing prints.**

To buy paper you will spend **40€** per month. In cartridges will be around the **80€** per month.

The poster will pay **22.58€** of the total 120€.

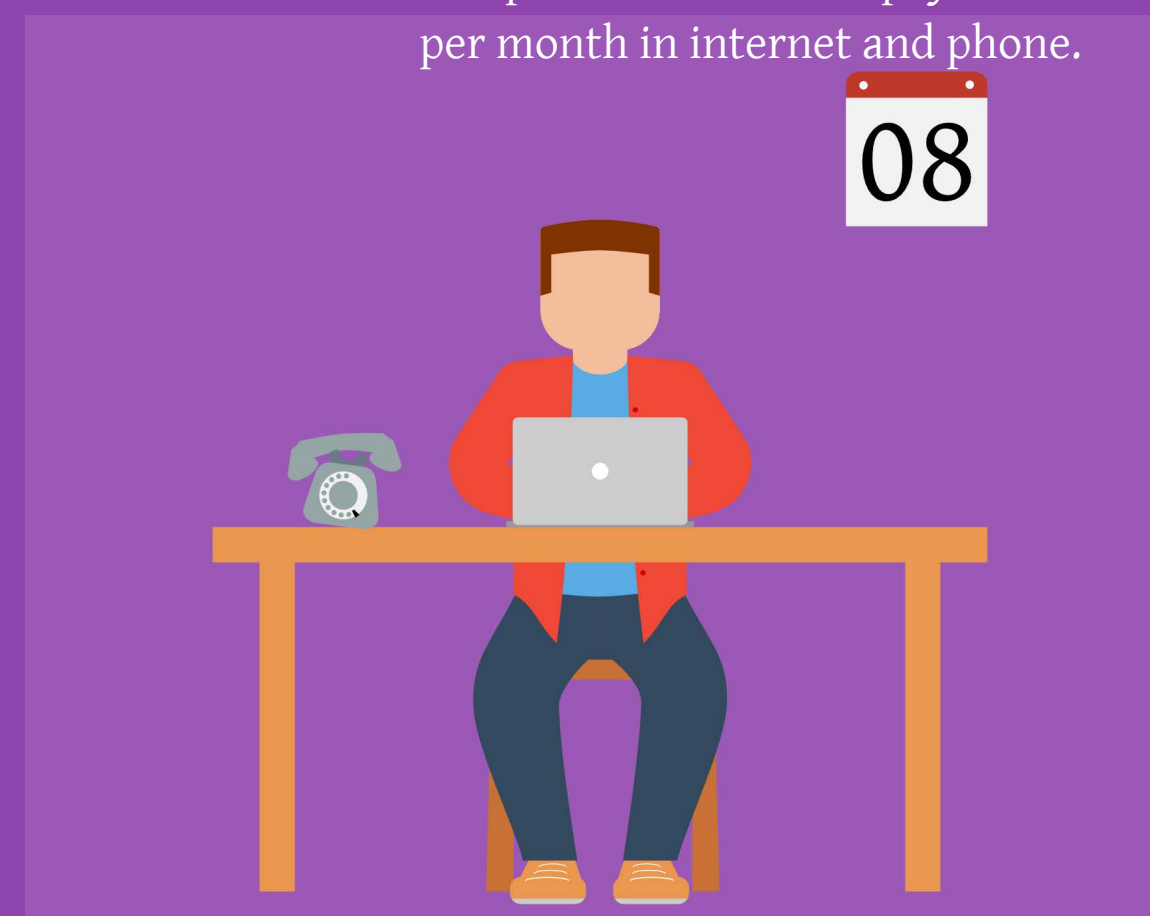


6

**The client will call you or send you an e-mail.**

Two days later the customer will remember something he wants to change and will try to talk to you.

The poster will have to pay **5.65€** of the **30€** that you pay per month in internet and phone.

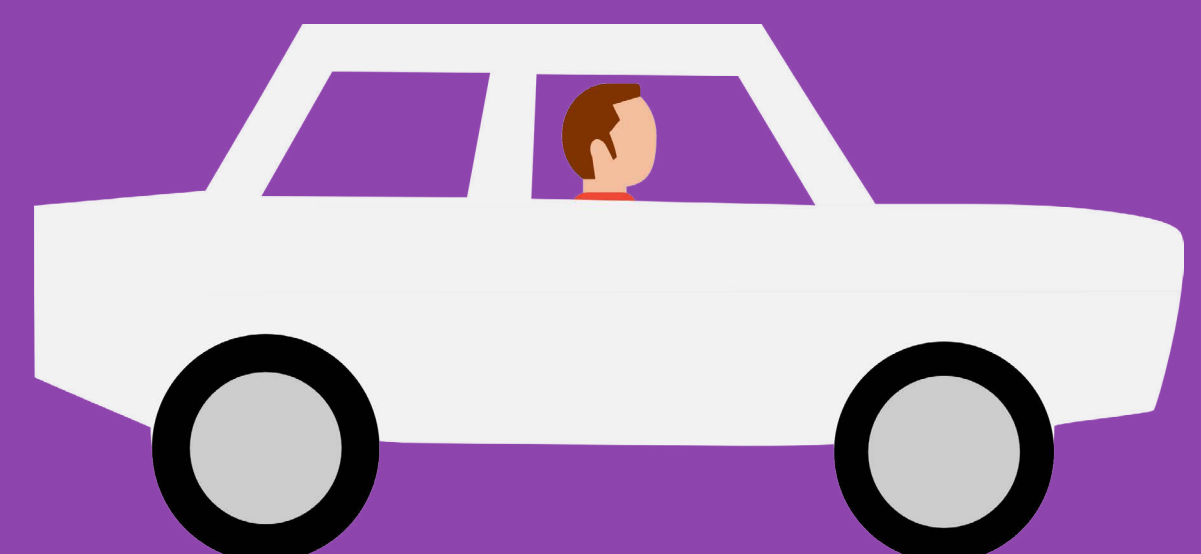


8

**Close to completing the job there is a meeting to discuss what has been done so far.**

To be able to go to meetings with clients and to move in general, you pay per month **100€**.

Again this job will pay **18.82€** of the total 100€.



**Whenever you accept work for free you are hurting others, and yourself.**

<http://quantocobrar.pt.am/>