

# ERIS ADDERLY

## 2019 DESIGN SERVICE PRICING

Details on Tier 1 versus Tier 2 design services on page 2.

All flat rate service prices include up to 3 rounds of revisions. Details on additional rounds of revisions on page 3.

Service	Tier 1	Tier 2	Notes
<b>BOOK COVERS</b>			
<b>Ebook &amp; Audio</b>			
Single Title	\$100	\$140	
Series Title ( <i>Books 3+</i> )*	\$85	\$115	*if 3 or more titles designed by Eris Adderly, discounted rate begins at book 3
Audio ( <i>square format</i> )	\$100	\$140	
Audio Conversion from Ebook*	\$40	\$40	*if Ebook designed by Eris Adderly
<b>3D Ebook Boxed Sets (<i>price includes 2D Ebook cover</i>)</b>			
2 - 3 Titles	\$105	\$145	
4 - 5 Titles	\$135	\$170	
6+ Titles	\$155	\$195	
<b>Print</b>			
Print Cover ( <i>includes ebook for same title</i> )	\$155	\$195	
Print Cover Upgrade from Ebook*	\$55	\$55	*if Ebook designed by Eris Adderly
<b>WEB GRAPHICS</b>			
<b>Social Media</b>			
Facebook Cover	\$40	\$50	
Twitter Header	\$45	\$55	
<b>Website</b>			
Website Banner	\$45	\$55	
Misc Site Graphics	quote	quote	
<b>PRINT GRAPHICS (<i>non-book cover</i>)</b>			
Standing Display Banner - 1 sided	\$95	\$135	
Bookmark - 2 sides	\$45	\$60	
Postcard - 1 Side Color/blank reverse	\$50	\$55	
Postcard - 1 Side Color/1 Side B&W	\$70	\$90	
Postcard - 2 Sides Color	\$80	\$100	

# ERIS ADDERLY 2018 DESIGN SERVICE INFO

## TIER 1 DESIGN SERVICES:

- Typography
- Compositing of stock photos
- Minor to moderate photo manipulation and cleaning (e.g. clean up model complexion, adjust lighting, recolor clothing, etc.)

## TIER 2 DESIGN SERVICES:

- **Everything included in Tier 1, plus:**
- Compositing of 3 or more separate cover models to appear in same “scene”
- Extensive photo manipulation and modification of stock models (e.g. add fantasy body elements such as horns, wings, etc., full hairstyle replacement, etc.)
- Extensive digital painting, compositing additional objects onto stock model (e.g. adding jewelry, held objects, etc)
- Any other especially labor intensive digital manipulation, as determined by designer.

Prices are for labor only and do not include stock images, fonts, or other graphic elements which may either be purchased directly by Client, or by Designer and cost added to final invoice. Pricing subject to change, services added/discontinued in future.

## ADDITIONAL FAQ AND TERMS OF SERVICE

### STOCK IMAGES

#### **Cost**

Eris Adderly's (Designer's) rates are design labor only and do not include the cost of stock images. The Author (or their authorized representative) may purchase their chosen stock images themselves, or the Designer may purchase them, in which case the cost of stock images will be added to the final invoice. Designer will only work with images to which Author or Designer holds proper usage rights.

#### **Selection**

Author may browse stock image websites and choose their own images for use in their artwork, or provide suggestions/ideas to Designer, who may search for stock images on Author's behalf, and provide links for Author to review and choose.

#### **Permissions**

Erotica, erotic romance, steamy romance, etc. book genres may fall within what some stock image suppliers deem unpermitted use as offensive or inappropriate content under their terms of service. Author is responsible for ensuring stock image supplier permits use of purchased images on book covers with author's relevant content. Designer is not liable for usage rights disputes arising from stock images supplied by Author.

## ADDITIONAL FAQ AND TERMS OF SERVICE (CONTINUED)

### FONTS

Designer will always attempt to create typography from existing fonts in their library, or fonts obtainable from free sources, with appropriate usage permissions. If Author requests specific typefaces be used, which are not available for free, Designer will purchase the font(s) and their cost will be added to the final invoice.

### REVISIONS

A revision occurs when the Designer sends artwork to the Author, and the Author requests one or more changes.

*Examples:* change colors, typefaces, lighting, composition of stock images, etc.

A cover design includes up to three (3) rounds of revision for the standard design rate relevant to the type of cover being created. **For each additional round of revisions after the third, an additional \$10 USD will be added to the final invoice.**

Each design session after the initial design counts as a revision.

For example, if the Author responds to the initial artwork with an email requesting some wording be modified in the title, the font color changed, and the image of the cover model brightened, that would constitute only one revision, as the Designer would complete all those requests in the same session. If the Designer makes all those changes, sends the Author the revised artwork, and the Author then requests new, additional changes, that would then be considered another round of revision.

### PRINT COVERS

When commissioning an ebook cover for which the Author plans to also release a print version, whether concurrent with the ebook or as a future release, it is the greatest help if the Author is able to choose a print book trim size prior to the creation of the ebook cover. This will prevent additional labor during the creation of the print cover. This is not required, but it certainly does help.

Print cover final artwork will only begin after Designer has received the following information from Author:

- book trim size
- final, formatted page count (no “guesstimates”)
- paper color

## ADDITIONAL FAQ AND TERMS OF SERVICE (CONTINUED)

### SCHEDULING

Designer will schedule a time frame for cover work to be completed (including revisions). Depending on the number of revisions, it is possible for the design process to exceed this time frame.

Designer *strongly advises* Author not to schedule cover reveals or other promotions requiring final artwork until after their scheduled design time frame.

### FINAL IMAGE FILES

**Designer will provide** Author one or more of the following, depending on job type: high-resolution JPG image of final artwork, high-resolution PNG image of final artwork, print-ready PDF file of final artwork (for print covers), vector-based (SVG, EPS) files for logos.

**Designer will not provide** original layered PSD or AI files.

**Designer will provide on request** cover artwork without text for the purpose of background images being used by Author for promotions, ads, etc.

### DISCOUNTS

Designer offers discounts for:

- Ebook covers where Designer creates 3 or more covers for titles in the same series (Books 1 and 2 in a series are invoiced at full price. Books 3+ will receive the discounted rate.)
- 3D Boxed set covers where Designer also created 2+ related single title covers

### INVOICE

An invoice for a job will be sent after the final artwork is approved by the Author. Designer currently accepts payments via PayPal. Payment address is listed on the invoice.

### PERSONAL NOTE

I want to make you a cover that will sell your book. You are the client, and I will ultimately give you what you ask for. As the professional you have hired to make you a killer book cover, though, there might be times during the design and revision process where I may offer alternatives to certain design requests if I feel they may detract in a major way from the look of your cover, or hinder your sales in your book's target genre. Your word will always be final, but I will also provide input because I want what you want: a cover that gets readers clicking your book listing!

