

CLIENT PRICE GUIDE + REUSABLE AGREEMENT

ORIGINAL EVENT POSTER ART.

Commercial licensing, reproduction rights,
pricing by campaign size, and a contract
for each commissioned project.



Andrey Psyche / MrChillGuy

Digital delivery nationwide | mrchillguy.com/event-posters

Suggested rates · Version 1.0 · October 2026

01 / SERVICES

Pricing at a glance

Prices below are suggested starting quotes in USD, not fixed industry rates. A final signed project order controls each commission. Physical printing and shipping are never included.

Design packages - digital delivery

PACKAGE	TYPICAL SCOPE	STARTING AT
Original event poster	One custom event artwork; JPG/PNG/PDF final exports	\$149
Poster + social bundle	Event artwork plus agreed social/story-sized variants	\$249
Event series	Coordinated design direction for multiple dated events	\$449+

Promotional print campaigns - design + reproduction license

Suggested total project quote for **one original design**, free-distribution posters, one named event/campaign, U.S. use for up to 12 months, plus organic online promotion. The fee components are shown so larger clients can see what they are paying for.

TOTAL PRINTED COPIES	ARTWORK / DESIGN	LICENSE FEE	TOTAL
Up to 100	\$200-\$400	\$50-\$100	\$250-\$500
101-1,000	\$300-\$550	\$150-\$450	\$450-\$1,000
1,001-5,000	\$400-\$750	\$400-\$1,050	\$800-\$1,800
5,001-10,000	\$500-\$1,000	\$700-\$1,800	\$1,200-\$2,800
10,001-25,000	\$750-\$1,500	\$1,250-\$3,000	\$2,000-\$4,500
Over 25,000	Custom	Custom	Usually \$4,000+

How to use this table

Choose the design complexity and authorized **cumulative print quantity**. For example, 5,000 posters + 2,000 flyers is a 7,000-copy campaign. If paid advertising, resale, exclusivity, multiple designs or multi-year use is needed, prepare a custom quote instead.

Do not add the starting \$149 digital price on top of a print-campaign **total**; the larger print-campaign total already includes a design component.

02 / COMMERCIAL RIGHTS

Which license does the client need?

LICENSE	CLIENT MAY	NOT INCLUDED
Digital event promotion	Website, email announcements and organic social posts for one named event. No physical copies.	Paid ads, printed copies, merchandise, unrelated events.
Standard print promotion	Digital promotion plus up to 100 free promotional printed copies, if purchased in the quote.	Resale, paid ads, additional printing beyond cap.
Expanded print campaign	Same use, plus the specifically purchased print run, term and U.S. territory.	Resale, unlimited reprints, exclusivity, source files.
Merchandise / resale	Only specifically listed products and quantities under a signed merchandise addendum.	Any product or channel not expressly approved.

Optional campaign add-ons (suggested quotes)

ADDITIONAL REQUEST	SUGGESTED CHARGE / METHOD
Extra social format exports	\$75-\$250, depending on variants
Adapt artwork for another event / date	\$100-\$400 per adaptation, depending on changes
Paid digital advertising	Custom license fee based on media, spend, territory and term
Exclusive use / copyright buyout	Separate negotiated agreement; never assumed
Merchandise sold to attendees	Separate negotiated upfront fee and/or royalty

Worked quote: 10,000 free promotional posters

DESCRIPTION	AMOUNT
Original artwork + final digital files	\$650
One-event reproduction rights; 10,000 free printed copies	\$1,250
Organic event website / social promotion	Included
TOTAL PROJECT PRICE	\$1,900

Deposit: \$950 (50%). Balance: \$950 before final high-resolution release and activation of the license. Printing costs are paid by the client.

Sold posters are different

For posters sold as merchandise, consider negotiating a **minimum guaranteed license fee** plus a **royalty** (for example, a proposed 5%-10% of clearly defined wholesale receipts), or a larger all-in flat fee. These are negotiation suggestions, **not** verified market averages. Specify product count, reports, royalty base, due dates and verification rights in the optional addendum on page 7.

03 / AGREEMENT - SCHEDULE A

Project order & license scope

Complete this page for every commission. Together with the terms on pages 5-6 and any signed addendum, this forms the project agreement. Do not send a contract with unfilled material terms.

Client legal name / organization	Client contact person
Client email	Client mailing address
Artwork title / event	Event location (if applicable)
Event date(s)	Agreement / quote date

01 Selected license - check one

☐ Digital promotion only ☐ Standard promotional print ☐ Expanded promotional print ☐ Merchandise (signed addendum required)

Allowed media / platforms (including paid ads, if any)	Geographic territory
Maximum cumulative FREE print copies (enter 0 if none)	License term / start date
Deliverables / output formats	Delivery target date
Included concepts / revision rounds	Credit / attribution agreement

02 Fee and scope summary

FEE COMPONENT	AGREED PRICE
Original artwork / design fee	\$ _____
Commercial license fee	\$ _____
Additional formats / other services	\$ _____
PROJECT TOTAL	\$ _____

Deposit due (normally 50%)	Remaining balance due date
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04 / LICENSE AGREEMENT

Terms of commission (1 of 2)

This Agreement is between **Andrey Psyche / MrChillGuy** ("Artist") and the Client named on Schedule A ("Client"). "Artwork" means only the final approved deliverables described in Schedule A.

1. Scope of work

Artist will create and electronically deliver the artwork and formats stated in Schedule A. Concepts, revision rounds, deadlines, and optional services are limited to that schedule. Additional changes, formats or services require mutual approval of any added fees and timing.

2. Copyright and ownership

Artist retains copyright in original artwork created for the project, except for rights belonging to third parties or Client-supplied materials. Payment, delivery of files, and this Agreement do not assign copyright or designate the Artwork a work made for hire. Any exclusive grant or assignment must be separately negotiated and signed.

3. Limited commercial license

After full payment clears, Artist grants Client a non-exclusive, non-transferable license to reproduce, distribute and publicly display the final Artwork solely within the media, print quantity, named event/campaign, territory and term written in Schedule A. Routine resizing and cropping for approved uses are permitted. Client may give approved files to its printer or production contractor solely to carry out the licensed purpose; those vendors receive no independent reuse rights.

4. Printed copies and digital promotion

The print limit is cumulative across all posters, flyers and other physical reproductions. No printed copies are authorized if Schedule A says zero or leaves the field blank. Allowed digital uses are the listed event websites and organic social channels. Paid advertisements or additional media require express written inclusion in Schedule A. Historic, previously published event archives may remain online after the term, but new campaigns or reprints require an extension.

5. Prohibited uses

Except as expressly licensed in Schedule A or a signed addendum, Client may not sell copies or merchandise, reproduce above the print cap, grant reuse rights to third parties, use the Artwork for unrelated events, materially modify the artistic content, or claim copyright ownership. Merchandising, resale, exclusivity and sublicensing are excluded unless separately agreed in writing.

6. Client materials and approvals

Client warrants that it may provide and authorize use of its supplied names, logos, photos, trademarks and other materials. Artist is responsible for securing rights to third-party material independently introduced by Artist. Client must review and approve all event names, dates, logos, spelling and production specifications before final approval; Client is responsible for printing arrangements and proofs.

04 / LICENSE AGREEMENT

Terms of commission (2 of 2)

7. Payment and license activation

A 50% deposit is due to begin unless Schedule A specifies a different amount. Remaining payment is due before release of final high-resolution deliverables. No commercial rights activate until full payment is received. Printing, shipping, vendor fees, taxes and third-party media buys are not included unless explicitly quoted.

8. Cancellation and changes

If Client cancels, Artist may charge for documented work completed and approved non-cancellable expenses through the cancellation date, applying the deposit to those amounts and refunding any unused balance. Both parties will discuss schedule or scope changes in writing; no expanded rights are implied by a revision request.

9. Additional usage

Any new print run, expanded region, longer term, paid advertisement, merchandise, or additional event requires the Artist's prior written permission and an agreed additional license fee. Client will provide an accurate proposed quantity and use before commissioning further reproductions.

10. Portfolio and announcement timing

Artist may display the completed Artwork in portfolios, exhibitions, social media and professional promotional materials, while honoring any confidentiality or coordinated public-release date expressly recorded in Schedule A. Client may request a reasonable credit line where practical.

11. Deliverables, production and responsibility

Artwork is delivered electronically in the agreed file formats. Physical production and quality control are performed by Client and Client's printer. Neither party makes promises about campaign attendance, ticket sales, print color matching, or business results. Any required special prepress proofing must be quoted separately.

12. Entire agreement and changes

Schedule A, these terms, and any signed addendum express the project arrangement. Conflicting terms in a purchase order do not override it unless both parties expressly agree. Material modifications must be accepted in writing by both parties. If a provision is unenforceable, the remainder continues to apply to the extent permitted by law.

Signatures - acceptance of Schedule A and terms

Client authorized signature

Print name / title

Artist signature - Andrey Psyche

Date signed (both parties)

Sign only after reviewing the specific scope, quantities, price, and term. Electronic signatures may be used if accepted by both parties.

05 / OPTIONAL ADDENDUM

Merchandise & resale rights

Use this page **only** if the Client will sell the posters or print the artwork on merchandise. It does not apply to free promotional posters unless merchandise rights are separately purchased. Attach to the signed project agreement.

Client legal name

Artwork / project title

Approved products / sizes

Maximum units by product

Sales territories and sales channels

Merchandise license start / end

Select a commercial arrangement

☐ Flat-fee merchandise license: \$ _____ ☐ Minimum guarantee plus royalty (complete below)

Upfront guaranteed fee / recoupable advance, if any

Royalty rate (%)

Royalty basis (e.g., defined wholesale receipts)

Reporting frequency / payment due date

Royalty accounting: Define receipts and allowed deductions expressly. Avoid an undefined "net profit" royalty base. List any special deductions or restrictions in a signed attachment.

Additional merchandise conditions

- Client provides itemized sales and return reports by product, units and invoiced amounts at the agreed interval and pays royalties on time.
- Artist may request reasonable records sufficient to verify reported royalties on advance notice, with confidential business information protected.
- Reproduction beyond approved products, quantities, territory or term requires advance written approval and a new fee arrangement.

Client signature

Artist signature - Andrey Psyche

Client date

Artist date

Reference and drafting notes

U.S. Copyright Office: [What is Copyright?](#); [Circular 30: Works Made for Hire](#); [Title 17, Chapter 2](#). Graphic Artists Guild: [Pricing & Ethical Guidelines](#).

Legal note: This is an original business template and a proposed MrChillGuy rate card, not legal advice or an assertion of industry-standard prices. Have a qualified U.S. intellectual-property attorney review the contract for your circumstances before relying on it, particularly for exclusive licenses, buyouts or valuable merchandise deals.