

PRICING YOUR ARTWORK - LINEAR INCH METHOD

Formula A: Total linear inch(H+W) x Multiplier* = PRICE

OR simply **(H+W) x M = Price**

Let's explain:

Height + Width = Total linear inch

(example 8x10 painting would be 8"width + 10"height = 18")

Then pick a **multiplier** (the price per linear inch).

EXAMPLES using a 10 multiplier:

8x10 = 18 linear inches x 10 multiplier = \$180

16x20 = 36 x 10 multiplier = \$360

For a larger size, you could increase the multiplier (the frame would be costlier, photographing more expensive and/or time consuming, etc. - basically reasons that a larger painting would have an increased multiplier)

24x36 = 60 x **15** = 900

Formula B:

IF you have extremely varied sizes in paintings, and due to the high cost of framing pastels, you could have the multiplier NOT include framing and instead add the actual framing cost. AGAIN - YOU pick the multiplier and cost of framing.

Formula B = Total Linear Inch x M + Framing(F)

OR (H+W) x M + F = PRICE

8x10 = 18 x 8 multiplier = 144 + 125 (framing) = \$269

24x36 = 60 x 12 multiplier = 720 + 350 (framing) = \$1070

*MULTIPLIER = Some artists call this the "Reputation Factor", others "Magic Number". It is basically quite subjective and you will rely on your reviewing many factors (have you sold, your experience, peers, other artists, etc.) to come up with it. This multiplier will increase as your reputation/work grows. This multiplier amount represents the artist's reputation as well as costs such as framing & additional expenses (photographing your art, research time if a commission, marketing, etc.). YOU pick the multiplier that makes sense (i.e., 10, 12, 15, 20, 25...whatever works for the final total). Don't dwell on this...just look at the examples, and then experiment with different Multiplier amounts that come up with a total that makes sense (not too low, not too high, just right).