

# FEES & PRICES

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**LISA KILTZ, PHD**

psycholoog | illustrator | scientist

In the following, you can find an overview of fees and prices for my products and services. All of these can be discussed, because they can vary greatly based on the extend of the comission. The fees are divided into "for academics", "for organisations", and "for psychologists" – that does not mean that prices vary, but is due to the same differentiation on my website to give guidance for my clients.

For any questions, please contact us at lis.strations@gmail.com.

## 1. For academics

|                         | Product  | Price (excl. VAT)  | VAT (BTW) | Price (incl. VAT) |                  |
|-------------------------|--|--|-----------|-------------------|------------------|
| <b>Research Visuals</b> | Visual Summaries & Infographics (per page incl. about three illustrations) | not complex, basic, black & white with potential colour highlights     | 450€      | 94,50€            | <b>544,50€</b>   |
|                         |  | complex, more debth of content, full-colour, no background             | 600€      | 126€              | <b>726€</b>      |
|                         |  | very detailed, specific requirements, rush order, including background | 1,050€    | 220.50€           | <b>1,270.50€</b> |
|                         | Single Illustrations   | simple, black & white with potential colour highlights                 | 150€      | 31.50€            | <b>181.50€</b>   |
|                         |  | detailed or infographic, full-colour, no background                    | 200€      | 42€               | <b>242€</b>      |
|                         |  | highly detailed & personalised, including background                   | 350€      | 73.50€            | <b>423.50€</b>   |
|                         | Scientific Cartoon (4 panels)  | not complex, basic, black & white with potential colour highlights     | 500€      | 105€              | <b>605€</b>      |
|                         |  | complex, more debth of content, full-colour, no background             | 675€      | 141.75€           | <b>816.75€</b>   |
|                         |  | very detailed, specific requirements, rush order, including background | 1,150€    | 241.50€           | <b>1,391.50€</b> |
| <b>Hourly rate</b>      | for individual projects  | 75€  | 15.75€    | <b>90.75€</b>     |                  |
| <b>Dissertations</b>    | whole dissertation   | 785.12€  | 164.88€   | <b>950€</b>       |                  |
|                         | only cover   | 289.26€  | 60.74€    | <b>350€</b>       |                  |
|                         | cover if you already have a design   | 95.04€   | 19.96€    | <b>115€</b>       |                  |
|                         | inner layouting  | 495.87€  | 104.13€   | <b>600€</b>       |                  |

## 2. For organisations

| Product                      |   |   | Price<br>(excl. VAT) | VAT<br>(BTW) | Price<br>(incl. VAT) |
|------------------------------|---|---|----------------------|--------------|----------------------|
| <b>Psychology<br/>Visual</b> | Single Illustration<br>(there may be<br>various on one<br>page) | simple, black & white (with potential<br>colour highlights) | 150€                 | 31.50€       | <b>181.50€</b>       |
|                              |   | detailed or infographic, full-colour, no<br>background      | 200€                 | 42€          | <b>242€</b>          |
|                              |   | highly detailed & personalised,<br>background               | 350€                 | 73.50€       | <b>423.50€</b>       |
| <b>Hourly rate</b>           | for individual projects   |   | 75€                  | 15,75€       | <b>90,75€</b>        |

## 3. For psychologists

| Product            |                         |   | Price<br>(excl. VAT)                                | VAT<br>(BTW) | Price<br>(incl. VAT) |
|--------------------|-------------------------|---|---|--------------|----------------------|
| <b>Cartoon</b>     | Cartoon (4 panels)      | not complex, basic, black & white<br>with potential colour highlights     | 500€  | 105€         | <b>605€</b>          |
|                    |                         | complex, more depth of content, full-<br>colour, no background            | 675€  | 816.75€      | <b>816.75€</b>       |
|                    |                         | very detailed, specific requirements,<br>rush order, including background | 1,150€  | 241.50€      | <b>1,391.50€</b>     |
|                    | Single Illustrations    | simple, black & white (with potential<br>colour highlights)               | 150€  | 31.50€       | <b>181.50€</b>       |
|                    |                         | simple, black & white (with potential<br>colour highlights)               | 200€  | 42€          | <b>242€</b>          |
|                    |                         | highly detailed & personalised,<br>background                             | 350€  | 73.50€       | <b>423.50€</b>       |
| <b>Hourly rate</b> | for individual projects |   | 75€   | 15,75€       | <b>90,75€</b>        |
| <b>Prints</b>      | Postcards               | 50 postcards (14 x 14 cm)   | 49,59€  | 1,74€        | <b>60€</b>           |
|                    | Print                   | (30cm x 30cm)   | 12,40€  | 2,60€        | <b>15€</b>           |
|                    |                         |   | added postage depending on where<br>it is delivered |              |                      |

### Usage rights:

All prices account for the creation fee. In those, simple usage rights are included as follows:

- for the one media in the context of the commission
- for the use within your own country
- for the use for up to 2 years

They can be extended as follows:

- for +40% (30% with education discount) of creation fee use for unlimited media
- for +40% (30% with education discount) of creation fee use on a global scale
- for +40% (30% with education discount) of creation fee use for unlimited time
- for +100% (70% with education discount) of creation fee, use for unlimited media and unlimited time on a global scale

### Currency and VAT:

All invoices are in Euros. Value added tax within the Netherlands is 21% of the price. For international clients:

**Businesses abroad:** Subject to VAT in their home country, paid by themselves.

**Private clients abroad:** Subject to VAT in the Netherlands, added to invoice