Art Pricing Calculation Worksheet

Calculate the amount you need to receive for making your artwork, then determine a suggested retail price for a gallery sale.

Artwork: _____

1. Calculate production costs

Materials and presentation (including framing, if applicable)	$ _____
Labor: _____ hours × $ _____ per hour	$ _____
Overhead allocated to this artwork	$ _____
TOTAL PRODUCTION COSTS	**$ _____**

2. Calculate the artist's required share

The artist's share must cover production costs and include business profit. A 15% profit margin means dividing production costs by 0.85, not adding 15% to costs.

Desired profit margin (example: 15%)	_____ %
1 − margin as decimal (example: 1 − 0.15)	_____
Production costs ÷ result above = artist's share	$ _____
Rounded artist's share (if desired)	**$ _____**

3. Calculate suggested gallery retail price

With a 50% gallery commission, the artist receives half the retail price.

Artist's share × 2 = SUGGESTED RETAIL PRICE	**$ _____**

4. Check business profit

Artist's share − production costs = BUSINESS PROFIT	**$ _____**

Remember: This is a pricing starting point. Check market expectations and your actual gallery agreement. Direct-selling expenses are tracked separately from production costs.

Worked Example & Helpful Notes

This example matches How Much Do You Really Earn When Art Sells?

Production costs

Materials	$120.00
Labor: 8 hours × $30/hour	$240.00
Overhead	$90.00
TOTAL PRODUCTION COSTS	**$450.00**

Artist’s share and gallery price

Target profit margin	15%
1 − 0.15	0.85
Production costs ÷ 0.85	$529.41
Rounded artist’s share	$530.00
Suggested retail price: $530 × 2	$1,060.00
Business profit: $530 − $450	**$80.00**

How to estimate overhead

Allocate a reasonable share of studio rent, utilities, insurance, equipment, software and other ongoing operating costs. For example, $900 monthly overhead divided across 10 artworks is $90 per piece.

What about direct sales?

You receive the full retail price when selling directly, but pay the selling costs yourself. Examples include art fair booth fees, travel, payment processing, advertising and the value of your time spent selling. Track these separately from production costs.

Direct-sale illustration

A direct sale at $1,060 leaves $610 after $450 in production costs. Selling expenses and time spent selling must still be covered, so $610 is not automatically business profit.

Labor versus profit

Labor pays for making your artwork. Profit is additional business income after the costs included in the calculation. In the gallery example, labor compensation is $240 and business profit is $80.

Review your prices periodically

Recalculate when materials, studio costs or selling arrangements change. Consider what your market will support.