

What Rate Should I Charge?

A question that most creative firms ask is, “Are we charging the correct amount for our services?” Undercharging? Overcharging? We recently asked our [About Time Newsletter](#) readers what they charge for design services. The survey results are below:

Design Rates in North America

USA			
	Junior Designer	Designer	Senior Designer
1-5 Employees	65	82.5	100
6-10 Employees	100	110	125
11-20 Employees	85	97.5	100
20+ Employees	100	130	155

All above figures are in US funds and based on an hourly rate.

CANADA			
	Junior Designer	Designer	Senior Designer
1-5 Employees	60	75	85
6-10 Employees	100	100	100
11-20 Employees	110	125	140
20+ Employees	85	85	125

All above figures are in Canadian funds and based on an hourly rate.

Looking for more tips on running your design business? FunctionFox has resources and articles from a number of design industry experts, including David Baker’s article, [Six Steps To Pricing Your Services Well](#) in our [free resources section](#). Subscribe to the [About Time Newsletter](#) to stay connected with monthly articles, surveys and creative industry insight.

Isn’t it about time?