

EXAMPLE Client-direct or design client usage licensing fee matrix

Client revenue/sales (annual)	multiplication factor	one-year print only fees	one-year print & elect. fees
\$500,000	1	\$1,500	\$2,250
\$1,000,000	1.2	\$1,800	\$2,700
\$1,500,000	1.4	\$2,100	\$3,150
\$2,000,000	1.6	\$2,400	\$3,600
\$2,500,000	1.8	\$2,700	\$4,050
\$3,000,000	2	\$3,000	\$4,500
\$3,500,000	2.2	\$3,300	\$4,950
\$4,000,000	2.4	\$3,600	\$5,400
\$4,500,000	2.6	\$3,900	\$5,850
\$5,000,000	2.8	\$4,200	\$6,300
\$5,500,000	3	\$4,500	\$6,750
\$6,000,000	3.2	\$4,800	\$7,200
\$6,500,000	3.4	\$5,100	\$7,650
\$7,000,000	3.6	\$5,400	\$8,100
\$7,500,000	3.8	\$5,700	\$8,550
\$8,000,000	4	\$6,000	\$9,000
\$8,500,000	4.2	\$6,300	\$9,450
\$9,000,000	4.4	\$6,600	\$9,900
\$9,500,000	4.6	\$6,900	\$10,350
\$10,000,000	4.8	\$7,200	\$10,800
\$15,000,000	1.2	\$8,640	\$12,960
\$20,000,000	1.4	\$10,080	\$15,120
\$25,000,000	1.6	\$11,520	\$17,280
\$30,000,000	1.8	\$12,960	\$19,440
\$35,000,000	2	\$14,400	\$21,600
\$40,000,000	2.2	\$15,840	\$23,760
\$45,000,000	2.4	\$17,280	\$25,920
\$50,000,000	2.6	\$18,720	\$28,080
\$60,000,000	2.8	\$20,160	\$30,240
\$70,000,000	3	\$21,600	\$32,400
\$80,000,000	3.2	\$23,040	\$34,560
\$90,000,000	3.4	\$24,480	\$36,720
\$100,000,000	3.6	\$25,920	\$38,880
\$250,000,000	3.8	\$27,360	\$41,040
\$500,000,000	4.25	\$30,600	\$45,900
\$1,000,000,000	5	\$36,000	\$54,000
\$2,000,000,000	7.5	\$54,000	\$81,000