



MURAL PRICING CHART & ESTIMATING GUIDELINES

No Charge CONSULTING

Pricing murals is a tricky business and there are lots of variables that can affect the pricing. This guide will provide valuable information about what any size and type mural would cost. The only way to really know what a mural will cost is to sit down and discuss in detail your vision of what you want and an on-site inspection of the surface to be painted.

We will be happy to meet with you at your place of business or residence for a free, no obligation, no pressure consultation to discuss possibilities and pricing anywhere in the Austin/San Antonio metropolitan corridor or to travel to anywhere in the State of Texas for the cost of travel expenses if schedule permits.

EVERYTHING STARTS WITH DESIGN

On every mural project the first step after agreeing on a rough budget is preparing a detailed comprehensive concept rendering of what the mural will look like on the surfaces that will take the mural. Photographs of the building or room walls will be taken and the concept “comp” will be created on the photographs of the wall or structure so you will see what the final work will look like when it's completed in the space you wish to have it.

This step is critical, not only to provide you what is will be done but also to refine and know what the final estimate and costs will be.

For murals merely under consideration, we charge a \$300 design fee for the photography and initial design with two rounds of edits taking your feedback and suggestions into consideration to arrive at a final design from which bidding and painting can be executed. That design fee is applied to the overall cost if you decide to move forward with a full commission for the mural.

COST OF MURALS

Murals by Austin Mural Artist Dan Terry & team, are very labor intensive and we prefer to work with only the most proven materials and supplies that are guaranteed to last (usually beyond the life of the building itself). Although there are artists who will always come in with a lower bid, our extensive experience insures that any mural we create will last, and you'll never have to face unhappy surprises a few months or years from now like color fading, or flaking off, wood surfaces rotting, splitting, cracking or growing mold due to use of improper or cheap materials or ignorance about what works and what doesn't,

Mural costs anywhere range from a low ball cost of about \$10 sq foot for simple interior, short lifespan

murals done with commercial house paints on ready to paint surface walls to as high as \$85 sq foot for detailed realistic murals on removable installed panels or vinyls which can be transferred to other structures or locations in the future or those that incorporate sculptural or architectural element or lighting systems.

Our pricing can be estimated at around \$25 a square foot for an average mural in complexity and materials. For exterior murals where weather, sun, rain, and UV radiation are factors and surfaces like concrete or limestone can leech harmful chemicals that damage and discolor paints, isolation primers, and more costly paints & pigments, or UV protection varnish average costs are nearer to \$30 per square foot. Simple designs cost less than more realistic or complex designs. As surface area increases price per square foot comes down and can sometimes lower the per square foot price to as low as \$12 for designs that are reasonably simple.

Costs can be sometime further reduced when they are done in the protected environment of my studio on panels or vinyls or canvas for installation at the site when painting is complete, as the need for scaffolding is reduced from weeks to a single day for installation only, weather challenges are less, and travel costs are reduced. Travel expenses are typically built into prepared or negotiated estimates and proposals.

The final variable is the expertise, experience, talent, and creativity of the artist. In truth it's the most critical variable. In my case, I bring 50 years of professional level experience and multiple national award accolades for my work. Further, while my work falls in the pigeonhole of muralist, I also bring to each project 20 years as a professor in mass communication, advertising/marketing, and journalism. A mural is a communication vehicle, not merely environmental décor.

RATE CHART

INTERIOR	Type 1 - simple graphic - two color per sq. ft	Type 2 - average graphic - flat colors	Type 3 - moderate detail painting	Type 4 - highly realistic and -or faux architectural	Type 5 - complex and/or with lighting or construction
Up to 100 sq ft	\$15.00	\$20.00	\$23.00	\$35.00	\$50.00
150 sq ft	\$15.00	\$20.00	\$22.50	\$34.00	\$50.00
200 sq ft	\$10.00	\$20.00	\$22.20	\$33.00	\$49.00
250 sq ft	\$10.00	\$19.50	\$21.50	\$32.00	\$49.00
300 sq ft	\$10.00	\$19.20	\$21.00	\$31.00	\$48.00
350 sq ft	\$10.00	\$18.70	\$20.50	\$30.00	\$47.50
400 sq ft	\$10.00	\$18.10	\$20.00	\$29.00	\$47.00
450 sq ft	\$10.00	\$17.80	\$19.50	\$28.00	\$46.50
500 sq ft	\$10.00	\$17.40	\$19.00	\$27.00	\$46.00
600 sq ft	\$9.50	\$17.00	\$18.50	\$26.00	\$45.00
800 sq ft	\$9.25	\$16.50	\$18.00	\$25.00	\$44.00
1000 sq ft	\$9.00	\$16.00	\$17.50	\$24.00	\$43.00
1200 sq ft	\$8.50	\$15.60	\$17.00	\$23.00	\$42.00
1500 sq ft	\$8.00	\$15.20	\$16.67	\$22.00	\$40.00

For exterior murals on wall or building Add 20% to above rates.

PRICE CHART

INTERIOR	Type 1 - simple	Type 2 - average	Type 3 - detailed	Type 4 - realistic	Type 5 - premium Involving lighting or construction
Up to 100 sq ft	\$1,500.00	\$2,000.00	2300	2500	3000
150 sq ft	\$1,500.00	\$2,500.00	\$3,000.00	\$4,000.00	\$5,000.00
200 sq ft	\$2,000.00	\$3,600.00	\$4,000.00	\$5,000.00	\$5,600.00
250 sq ft	\$2,500.00	\$3,950.00	\$5,000.00	\$6,000.00	\$6,900.00
300 sq ft	\$3,000.00	\$4,200.00	\$6,000.00	\$7,000.00	\$7,600.00

INTERIOR	Type 1 - simple	Type 2 - average	Type 3 - detailed	Type 4 - realistic	Type 5 - premium Involving lighting or construction
350 sq ft	\$3,500.00	\$4,600.00	\$7,000.00	\$8,000.00	\$8,800.00
400 sq ft	\$4,000.00	\$5,200.00	\$8,000.00	\$9,000.00	\$9,900.00
450 sq ft	\$4,250.00	\$5,850.00	\$8,500.00	\$10,000.00	\$11,500.00
500 sq ft	\$4,500.00	\$6,300.00	\$9,000.00	\$11,000.00	\$12,500.00
600 sq ft	\$5,000.00	\$6,900.00	\$11,000.00	\$12,000.00	\$15,000.00
800 sq ft	\$5,800.00	\$7,600.00	\$13,200.00	\$15,000.00	\$18,000.00
1000 sq ft	\$6,100.00	\$9,100.00	\$15,000.00	\$18,000.00	\$21,000.00
1200 sq ft	\$6,400.00	\$10,095.00	\$17,500.00	\$20,000.00	\$25,000.00
1500 sq ft	\$7,200.00	\$12,500.00	\$22,800.00	\$24,000.00	\$30,000.00

- For exterior murals on stucco or concrete Add 20% to above pricings. On Brick Add 24%.
- For exterior murals done on lightweight sign board aluminum face expanded foam PVC panels add \$220 per each 32 sq feet required or materials and installation labor
- For external murals done on self-standing 3/4" thick panels add \$120 per panel (4x8 sheets) plus 10% of square foot pricing for installation
- For external murals done on vinyl add \$420 per 32 sq. ft section for materials and installation.