

Copy Whisperer

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Schedule of Estimated Fees

Copywriting

Salesletter (1-page)	\$ 400-600
Salesletter (2-page)	\$500-700
Salesletter (4-page)	\$750-800
Salesletter (4+pages)	\$175+/page
Brochure (2-page)	\$400-600
Brochure (4-page).....	\$650-850
Brochure (8 page).....	\$800-1000
Ad – Full page.....	\$250-500
Ad – Half page.....	\$150-350
Ad – Quarter page.....	\$125-250
Newsletter.(1-page).....	\$200-400
Newsletter (Additional pages).....	from \$100+/page
Press Release.(250 words min).....	\$1+/word
Article (ghost written, 300-600 words).....	\$300-500 (\$1/word)
Feature Story (bylined or ghost written, 300-600 words)	\$300-500
Feature Story (bylined or ghost written, 601-1200 words).....	\$550-800
White paper	\$1000-2000
Postcard	\$350-450
Revisions (2 revisions included in fee), beyond that	\$75/hr
Copy Critiquing	\$125+
Rush Fees	regular fee + 50%
Work done by Hourly rate	\$75/hr

Online Copywriting

Long-copy landing page (equivalent of 6-8 page salesletter).....	\$1000-2000
Medium copy landing page (equivalent of 2-4 page salesletter).....	\$750-1000
Short-copy landing page (equivalent of 1 page salesletter).....	\$400-600
Simple Homepage (ad style)	\$200-400
Complex Homepage (tabloid style).....	400-800
Autoresponder e-mail series.....	\$500-1000
Extra Expenses not included in Pricing.....	Travel...at \$.45/km, bus, parking, etc

Terms

A purchase order or letter of authorization is required for all projects. Fees are payable 50% in advance, balance upon delivery. Copy critiquing fees are payable in full, in advance.

All revisions must be assigned within 30 days of receipt of copy. Two rewrites are included in the fee, unless the revision is based on a change in the assignment after the copy is submitted.

These listed fees are guidelines only. Contact us for a quote on your specific assignment, which will depend on the project, how much content is supplied, the research required, etc. Discounts apply to bundled packages. Ask for details.

The following may apply to some of the listed projects:

- Royalties (based on number of mailings made)
- Residual Income (smaller upfront fee, but a share of results)
- Yearly Bonus (for each year that your piece continues to mail)

Please note: These fees are valid to December 2009. Call for a current list when planning your next project.