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2010 PRICING

COPYWRITING

Quality targeted marketing copy by a professional copywriter.
Includes research and reading, draft copy plus two sets of revisions -

DL single sided flyer

To a volume of approx 150 words and including headline

- \$225 stand alone brochure
- \$200 2+ brochures
- \$175 additional to web copy

Edited brochure content

- \$160 stand alone brochure
- \$145 2+ brochures
- \$130 additional to web copy

A5 single sided flyer

To a volume of approx 250 words and including headline

- \$425 stand alone flyer
- \$375 2+ brochures(each)
- \$350 additional to web copy

Edited brochure content

- \$295 stand alone brochure
- \$265 2+ brochures(each)
- \$245 additional to web copy

A4 single sided flyer

To a volume of approx 350 words and including headline

- \$545 stand alone brochure
- \$510 2+ brochures(each)
- \$475 additional to web copy

Edited brochure content

- \$380 stand alone brochure
- \$360 2+ brochures(each)
- \$340 additional to web copy

A4 Direct Mail letter

To a volume of approx 1 ½ pages and including two headline alternatives

- \$595 stand alone direct mail letter
- \$565 2+ direct mail letters (each)
- \$535 additional to web copy (each)

Edited brochure content

- \$420 stand alone direct mail letter
- \$395 2+ direct mail letters (each)
- \$370 additional to web copy (each)

DL double sided flyer

▪ To a volume of approx 300 words and including headline

- \$375 stand alone brochure
- \$350 2+ brochures
- \$325 additional to web copy

Edited brochure content

- \$265 stand alone brochure
- \$245 2+ brochures
- \$225 additional to web copy

A5 double sided flyer

▪ To a volume of approx 500 words and including headline

- \$545 stand alone flyer
- \$510 2+ brochures(each)
- \$475 additional to web copy

Edited brochure content

- \$380 stand alone brochure
- \$360 2+ brochures(each)
- \$340 additional to web copy

A4 double sided flyer

▪ To a volume of approx 700 words and including headline

- \$790 stand alone brochure
- \$755 2+ brochures(each)
- \$690 additional to web copy

Edited brochure content

- \$555 stand alone brochure
- \$530 2+ brochures(each)
- \$485 additional to web copy

Email marketing

To a volume of approx 300 words and including two alternative email subject lines

- \$425 stand alone email message
- \$375 2+ email messages (each)
- \$325 5+ message campaign (each)

Edited email marketing content

- \$305 stand alone email message
- \$275 2-5 email messages (each)
- \$245 5+ message campaign (each)

Principal Copywriter Fees

- | | | | |
|---------|--------|---------|----------|
| ▪ \$130 | Hourly | ▪ \$425 | Half day |
| | | ▪ \$750 | Full day |