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# 2011 PRICING

## COPYWRITING

### *DL single sided flyer*

To a volume of approx 150 words and including two headline choices:

- \$250 stand alone brochure
- \$225 2+ brochures (each)
- \$205 additional to web copy

#### *Edited brochure content*

- \$190 stand alone brochure
- \$170 2+ brochures
- \$155 additional to web copy

### *A5 single sided flyer*

To a volume of approx 250 words and including a compelling headline:

- \$375 stand alone flyer
- \$340 2+ brochures(each)
- \$305 additional to web copy

#### *Edited brochure content*

- \$280 stand alone brochure
- \$255 2+ brochures(each)
- \$230 additional to web copy

### *A4 single sided flyer*

To a volume of approx 350 words and including headline

- \$465 stand alone brochure
- \$420 2+ brochures(each)
- \$380 additional to web copy

#### *Edited brochure content*

- \$350 stand alone brochure
- \$315 2+ brochures(each)
- \$285 additional to web copy

### *A4 Direct Mail letter*

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

- \$660 stand alone direct mail letter
- \$595 2-5 direct mail letters (each)
- \$535 5+ direct mail campaign (each)

#### *Edited brochure content*

- \$495 stand alone direct mail letter
- \$445 2-5 direct mail letters (each)
- \$400 5+ direct mail campaign (each)

### *DL double sided flyer*

To a volume of approx 300 words and including two headline choices:

- \$450 stand alone brochure
- \$405 2+ brochures (each)
- \$365 additional to web copy

#### *Edited brochure content*

- \$335 stand alone brochure
- \$305 2+ brochures
- \$275 additional to web copy

### *A5 double sided flyer*

To a volume of approx 500 words, including a compelling headline:

- \$660 stand alone flyer
- \$595 2+ brochures(each)
- \$535 additional to web copy

#### *Edited brochure content*

- \$495 stand alone brochure
- \$445 2+ brochures(each)
- \$400 additional to web copy

### *A4 double sided flyer*

To a volume of approx 700 words and including headline

- \$835 stand alone brochure
- \$750 2+ brochures(each)
- \$675 additional to web copy

#### *Edited brochure content*

- \$625 stand alone brochure
- \$560 2+ brochures(each)
- \$505 additional to web copy

### *Email marketing*

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

- \$450 stand alone email message
- \$405 2-5 email messages (each)
- \$365 5+ message campaign (each)

#### *Edited email marketing content*

- \$335 stand alone email message
- \$305 2-5 email messages (each)
- \$275 5+ message campaign (each)

*Minimum charge*  
\$200

*Hourly*  
\$150

*Per Half Day*  
\$465

*Per Full Day*  
\$735