

Schedule of Estimated Fees

Print ad, direct response	\$2,000-\$3,000
Print ad, trade journal	\$1,500-\$2,000
Sales letter, 1-2 pages	\$1,500-\$2,500
Direct-mail package, lead generation	\$2,500-\$5,500
Direct-mail package, mail order	\$4,500-\$9,500
Renewal series	\$1,000/effort
Magalog, tabloid, or digest	\$9,500-\$15,000
Bookalog	\$10,500-\$20,000
Self-mailer	\$1,500-\$3,500
Postcard or double postcard	\$1,250-\$2,250
Voucher	\$2,000-\$2,500
Brochure	\$750/page
Data sheet	\$1,000-\$1,500
Slim-jim brochure	\$1,250-\$1,750
Catalog	\$750/page
Newsletter	\$750/page
Feature story	\$1,500-\$2,500
Blog post (500-800 words)	\$550-\$950
White paper	\$4,500-\$7,500
Mini-white paper	\$2,000-\$3,500
Case study	\$1,500-\$2,500
Special Report	\$2,000-\$3,000
Tip sheet	\$1,500
Press release	\$750-\$12,500
Video script	\$550/minute
Telemarketing script	\$1,500-\$2,500
Radio commercial	\$950
DRTV 2-minute commercial	\$1,500-\$2,500
Taglines	\$2,000-\$2,500
Copy critique	\$750-\$1,500
Marketing Audit	\$2,000-\$3,000
Online copywriting	Request fee schedule

Terms:

Work agreement and retainer payment required for all jobs. Copywriting fees are payable 50% in advance, balance upon delivery. New overseas clients pay 100% of the fee in advance on their first order.

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

Listed fees are guidelines only. Call today for a prompt price quotation on your specific assignment.

NOTE: This fee schedule current as of November 2020 and valid for 120 days from date. Be sure to call for current fee schedule when ordering copy.