

Pricing copywriting without a brief is mostly guesswork. The number of variables available in the packages you may be interested in means we really need to talk to give you a proper quote. The table you see below does give you some idea of what you may be in for, though it all depends on the level of work needed between your starting and finishing points. The good thing is we can build your package up or down depending on your budget, and either way, it won't cost you anything to talk to us! [Contact us here](#) for an obligation free consult.

<b>PRINT/DIRECT MAIL</b>	<b>FEES</b>
Sales brochures: <ul style="list-style-type: none"> <li>• Standard (3 panel/2 fold, 8.5 x 11" folded)</li> <li>• 4 panel (11 x 17" folded)</li> </ul>	<ul style="list-style-type: none"> <li>● \$1000 - \$3000</li> <li>● \$1500 - \$3500</li> </ul>
Sell sheet/flyer: 1 or 2 sided sheet, depending on complexity & value	<ul style="list-style-type: none"> <li>● \$500 - \$1500</li> </ul>
Case study: Up to 2 pages showcasing the benefits of your products or services through a customer success story and facts/statistics, with customer testimonials	<ul style="list-style-type: none"> <li>● \$1200 - \$2000</li> </ul>
White paper/special report: Fee dependent on report length and extent of research & interviews	<ul style="list-style-type: none"> <li>● \$2000 - \$7500</li> </ul>
Press release: Fee depends on the extent of research & interviews	<ul style="list-style-type: none"> <li>● \$500 - \$1000</li> </ul>
Article or Advertorial: <ul style="list-style-type: none"> <li>• From scratch</li> <li>• Editing a draft, dependent on amount of editing</li> </ul>	<ul style="list-style-type: none"> <li>● \$500 - \$1000</li> <li>● \$250 - \$500</li> </ul>
Displays, posters & other in-store signage	<ul style="list-style-type: none"> <li>● \$500 - \$1000</li> </ul>
Postcard or self-mailer	<ul style="list-style-type: none"> <li>● \$750 - \$1500</li> </ul>
Direct mail package to generate leads: Includes a 2 - 4 page letter, reply card and envelope teaser	<ul style="list-style-type: none"> <li>● \$2000 - \$3500</li> </ul>
Direct mail package to generate orders for a product or service: <ul style="list-style-type: none"> <li>• Simple package - 1-2 page letter, order form, envelope teaser, brochure</li> <li>• Complex package - 4-10 page letter, order form, envelope teaser, brochure</li> </ul>	<ul style="list-style-type: none"> <li>● \$2000 - \$4500</li> <li>● \$3500 - \$7500+</li> </ul>
Print ad: <ul style="list-style-type: none"> <li>• Half to full page</li> <li>• Quarter page and smaller</li> </ul>	<ul style="list-style-type: none"> <li>● \$1500 - \$3000</li> <li>● \$1000 - \$2000</li> </ul>
<b>WEB CONTENT/ONLINE COPYWRITING</b>	
SEO/Sales Content Planning & Writing for a Specific Page: Includes keyword research, then planning and optimizing each page by weaving strategic SEO keywords into messages that drive more traffic. boost	<ul style="list-style-type: none"> <li>● \$500 - \$800 per page</li> </ul>

