



Sample Rates

Below are examples of my rates for typical projects. I will provide a quote for your project custom-tailored to your particular needs.

Brochure: (\$300-\$500) *Single sheet folded bi- or tri-fold, approximately 1000-1200 words.*

Business letter: (\$100-150/page) *Letter to clients, customers, and/or employees.*

Website content: (\$.40-.75/word) *Content describing your company, your products, or your policies, as well as FAQs (Frequently Asked Questions) and other material.*

Blogging: (\$50-100/post) *Regular content to be posted to a company weblog, generally daily. Cost includes writing only, not research, news gathering, etc, which is billed hourly.*

Weblog setup: (\$500-\$1,500 + content) *Creation of a full blogging platform for your business. Blogging helps you a) create a trusted relationship with your potential clients, b) rank higher in search engine results, and c) establish authority in your niche. I will register a domain name, set up web hosting, install appropriate software, configure your site, and train you or your team. I am also available for ongoing maintenance and content development.*

Press release: (\$300-500) *Short (1-2 page) announcement to the press. Includes interview of one or two of your associates or contacts to provide quotes.*

Newsletter: (\$500-2000) *1-4 page collection of recent news, tips and tricks, and other content for distribution to your employees or subscribers.*

Booklets and e-books: (\$1000-10,000) *Long (typically 6-36 page) informational material provided in physical or electronic format for download. Rate includes research and revisions.*

Feature Article: (\$.50-3.00/word) *Publication-ready piece for submission to trade journals or mainstream press, distribution to your clients, or use in "advertorial" campaigns.*

Training/instructional materials: (\$2,000-20,000) *Employee manuals, user manuals, operating procedures, training guides, etc.*

Editing/Proofreading: (\$10-50/page) *Review of documents for errors, recommendation of improvements, or critique of prepared materials.*

Report: (\$1,000-5,000) *Compilation of research and conclusions.*

Other writing as needed: (Based on length, complexity, and time commitment needed) *I am an extremely versatile writer and can easily adapt to any sort of writing you need. Talk to me about your needs and let's see what we can come up with.*

Terms

- ❖ Signed contract or equivalent (Purchase Order, letter of authorization, electronic agreement) required for all jobs.
- ❖ Initial deposit of 50% the total quote for the project required before work commences. Balance due net 30 days.
- ❖ All revisions must be requested within 30 days of receipt of copy. Up to two rounds of revision are included free of charge unless the revision is based on changes in the assignment made after copy is submitted.
- ❖ Listed fees are guidelines only and are subject to change without notice. Contact me today for a free consultation and a price quote custom-tailored to your specific needs.