



SERVICES FEE SCHEDULE

(\$US)

The following fees are *proposed ranges* to ensure that my fee structure is a comfortable fit for you and your organization’s budget. Once I review a proposed project’s scope in more detail, I can then provide a formal project quote.

IMPORTANT NOTE: *the following fees are primarily for all copywriting/editing/proofing, interviewing (as applicable), and background review/research, but DO NOT include any graphic design services as well as online placements/publishing or copy formatting.*

Educational Content & Trade Media Relations

Case Studies/Customer Success Stories (800 – 1,200 words) \$1,200 - \$1,500

(Package fee includes all background material review, up to one hour of client and customer interviews, all copywriting/editing/proofing and up to two revisions within 30 days of submitting the first draft; price does not include graphic design/layout, but does include final proofing once that stage is ready for review)

White Papers (7 - 10 pages) \$5,000 - \$7,000

(Fee also based on amount of original background research and number of SME interviews required)

White Paper Plan (*separate fee and required for all white papers*) \$900

eBook \$3,000 - \$7,000

(Fee also based on amount of original background research and number of SME interviews required)

Trade Media Article (400 – 900 words) \$800 - \$1,000

(Includes 30 - 45 minute phone interview, light background research and all correspondence with editorial staff)

Press Release \$500 - \$950

(Fee is for copy only and does not include managing distribution to any trade media contacts)

Web Content & Online Copywriting

Website Content (home page)	\$1,500 - \$3,000
Website Content (per new product category page)	\$350 - \$1,000
Website Content (per new product page)	\$500 - \$1,250
Blog (per post)	\$600 - \$800
(Includes up to one 15 - 20 minute SME interview)	
Blog Editorial Calendar	\$500 - \$800
(6-month plan @ one topic per month with keyword recommendations)	
Lead-Gen Landing Page	\$950 - \$1,500
eNewsletter Article	\$500 - \$850
FAQ Section	\$500 - \$1,000
Executive Bio	\$500 - \$750
(Includes phone interview)	

Offline Copywriting

Advertorial	\$800 - \$1,500+
Sell Sheet (2-sided/per page or panel)	\$500 - \$1,000
Brochure Copy (per page or panel)	\$750 - \$1,250

Questions? Need Further Information?

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Fee Schedule Effective: 1.2021 – Fees subject to change.

Chovan Communications, LLC