



FEE SCHEDULE (\$US)

The following information for my most popular copywriting services is being provided to ensure that my fee structure is a comfortable fit for you and your company’s marketing budget. Once I review a proposed project’s scope in more detail, I then typically provide a formal project quote for my services.

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

Customer Application Success Story/Case Study Package (approx. 1,200 words)	\$1,850
(package fee includes all background material review, initial background call with client, up to one hour of customer interview time, all copywriting/editing/proofing and up to two revisions within 30 days of submitting the first draft; price <i>does not</i> include graphic design/layout, but does include final proofing once that stage is ready for review)	
White Paper (7 – 10 pages)	\$7,000 - \$9,000
(fee also based on the amount of required background review/research and number of SME interviews involved)	
White Paper Plan (<i>separate fee and required for all white papers</i>)	\$975
eBook	\$4,000 - \$8,000
(fee also based on the amount of required background review/research and number of SME interviews involved)	
Trade Media Article (500 – 1,200 words)	\$900 - \$1,500
(includes 30 - 45 minute phone interview, light background research, and all correspondence with editorial staff)	
Press Release (<i>copy only; client to handle all press release distribution activity</i>)	\$700 - \$950
Blog Article (800 – 1,000 words)	\$950
(includes all background material review, initial background call with client, up to 30 minutes SME interview time, plus all copywriting/editing/proofing)	
Blog Editorial Calendar	\$700 - \$900
(6-month plan @ one topic per month with keyword recommendations)	
eNewsletter Article (<i>for established client eNewsletters</i>)	\$750 - \$950

Need Further Information on Additional Services?

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www.chovanb2bcopy.com