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## 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)** ..... \$1,450 - \$1,750  
(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)** ..... \$7,000 - \$9,000  
(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*)** ..... \$975

**eBook** ..... \$4,000 - \$8,000  
(Fee also based on amount of original background research and number of SME interviews required)

**Trade Media Article (400 – 900 words)** ..... \$900 - \$1,750  
(Includes 30 - 45 minute phone interview, light background research and all correspondence with editorial staff)

**Press Release** ..... \$700 - \$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) ..... \$1,750 - \$3,500

Website Content (per new product category page) ..... \$550 - \$1,500

Website Content (per new product page) ..... \$750 - \$1,350

Blog (per post) ..... \$950 - \$1,350

(Includes up to one 15 - 20 minute SME interview)

Blog Editorial Calendar ..... \$700 - \$900

(6-month plan @ one topic per month with keyword recommendations)

Lead-Gen Landing Page ..... \$950 - \$1,500

eNewsletter Article ..... \$750 - \$950

FAQ Section ..... \$750 - \$1,250

Executive Bio ..... \$750 - \$975

(Includes phone interview)

## Offline Copywriting

Advertorial ..... \$900 - \$1,500+

Sell Sheet (2-sided/per page or panel) ..... \$750 - \$1,250

Brochure Copy (per page or panel) ..... \$850 - \$1,450

## *Questions? Need Further Information?*

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Fee Schedule Effective: 1.2024 — Fees subject to change.

Chovan Communications, LLC