

Doug Jefferys Copywriting

Shaping Ideas Through the Power of Words

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Print

8.5" x 11" Sales pieces (brochures, flyers, etc.) per page		\$250–\$500
Case Study (product success story)		\$750–\$2000
White Paper or Special Report	5-10 pages	\$1500–\$3500
	11-20 pages	\$2500–\$5000
Manuals, guides, short books; per page		\$100–\$250
<i>Other print material</i>		<i>per negotiations</i>

Online

Sales letter		\$500–\$1250
Web site design consultation		\$75 per hour
Web site pages		\$500–\$850
Email; standalone		\$100–\$250
Email newsletter campaign; ongoing; per mailing (500-750 words each)		\$150
Social Media (Twitter, Facebook, etc.) posts; each		\$45–\$150

Advertising, Publicity, Media

Slide Presentation		\$100-\$200 per slide
Google AdWords®; 5 ads		\$250–\$500
Print Ad	half to full page	\$1500–\$2500
	quarter page and smaller	\$750–\$1000
Standard Press Release	1–2 pages	\$500–\$1250
Ghost Writing	article	\$500–\$1500
Video Script	less than 5 minutes	\$350–\$750
	over 5 minutes; per scripted minute	\$125

Terms: Deposit (usually 50%) required at the beginning of the project. Balance due upon delivery of final product. Large projects can be divided into multiple payment milestones. Source files delivered upon final payment. A kill fee consisting of the initial deposit will apply if needed.

These are general guidelines for the most common writing services offered. Other services are available—please contact me to discuss your needs. Actual fees will be determined by the scope of your particular project and will be negotiated beforehand. Published fees are subject to change without notice. Current fees supersede those listed.