

More leads. More response. **More sales.**

NOTE: This list of fees is provided as a guide based on regional average pricing for marketing and advertising communications listed in Chris Marlowe's *Freelance Copywriter Fee & Compensation Survey*. Individual projects may vary; your project budget is also taken into consideration. **Please remember, cheap copy doesn't work; and copy that works isn't cheap. For questions concerning pricing for your project, email kelly.c.richardson@gmail.com.**

Autoresponder: \$100 - \$300

Business Plan: \$2,500 - \$9,500

Case History: \$500 - \$1,500

Catalog Copy: \$300 - \$400/page

Direct Mail Packages:

- **Lead-generating (envelope teaser, 2-page letter, standard brochure, reply form):** \$1,000 - \$2,000
- **Order-generating (envelope teaser, 2-page letter, standard brochure, reply form):** \$2,000 - \$2,500

E-mail Letter, long copy: \$500 - \$1,000

E-mail Letter, short copy: \$300 - \$500

Feature Article: \$500 - \$3,000

Lift Note: \$200 - \$300

Magalog (14-page): \$4,000 - \$6,000

Microsite Sales Letter, lead-generating: \$500 - \$1,500

Microsite Sales Letter, order-generating: \$1,500 - \$2,000

Newsletter: \$250 - \$500/page

Press Release: \$250 - \$750

Print Ad (8"x 10"): \$1,000 - \$2,000

Resume/CV: \$100 - \$250/page

Sales letter: \$500/page

Tri-fold Brochure (8.5"x11"): \$500 - \$1,000

Tri-fold Self-mailer (11"x17"): \$1,000 - \$2,000

Web Site Copy:

- \$250/page for pages 1 - 5
- \$150/page for pages 6 - 10
- \$50/page for pages 11 and over

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TERMS & CONDITIONS

FEES - Unless specifically instructed, a deposit of half the project fee is required up front with the remaining balance invoiced upon completion of the project. Make all checks payable to Kelly Richardson or send payment via Pay Pal to kcr.copywriting@gmail.net. Payment is due within thirty (30) days upon receipt of invoice.

DEADLINES - I do not miss deadlines. If you have not received your copy on the date it is due, please call me immediately so I can resend it. Also, once we agree on deadlines, they are contingent on getting your go-ahead, collateral material, and deposit (if required) within 48 hours. My schedule does fill up quickly and I regret that I can not honor due dates without your commitment.

RUSH SCHEDULING - First version of your project will be delivered within fifteen (15) business days of the project agreement. If you need your project completed earlier, a rush fee will be applied as follows: +25% of project fee within ten (10) business days and +50% of project fee within five (5) business days.

REVISIONS - Up to two (2) revisions are included at no extra charge unless they are based on a change in the assignment made after the copy is submitted. Turn-around for minor revisions in 2-3 business days and major revisions in 5-7 business days.

CANCELLATION - If you cancel or put the project on hold once work has begun, a kill-fee of 50% of the balance due will be applied.

LEGALITY & INDEMNIFICATION - Every effort will be made to make your copy comply with the law. However, it is your responsibility to submit all copy for legal review. You are also responsible for final proofreading of all the copy. By signing this contract, you are indemnifying the writer from any and all claims, losses, and damages which may arise from the use of the work subject to this agreement.

PROJECT RESULTS - There are many factors in your marketing that I cannot control (i.e. product, market, price, list, demand, consumer preference, major events, etc.). Therefore, while I can and do guarantee your complete satisfaction with the copy before you test it, I do not promise and cannot guarantee specific results.

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