

# Coale Communications Copywriting Fee Schedule for Online Media

Phone: 410-757-0821 Toll-free: 1-888-893-0821



## **Small business web site package** -- \$2,500-\$3,500

Ideal for small businesses, consultants, or promotion of a unified product line, this includes copy for a home page and 5 to 10 additional pages.

## **Microsite/online sales letter** -- \$3,000-\$7,500

Long copy on a single web site designed to sell a product (e.g., an information product package, a seminar, a nutritional supplement, or a membership site) or service package (e.g., coaching services) directly. This online letter is approximately equivalent to a 6 to 24 page print sales letter.

## **Landing page (long copy)** -- \$1,500-\$3,000

When a microsite is more than you need, a landing page may be the best choice. The online equivalent to a 2 to 4 page sales letter, this is most often used for business-to-business products/services.

## **Landing page (short copy)** -- \$750

Includes a headline, several paragraphs of descriptive copy, and the offer. Ideal for inquiry fulfillment (free reports, white papers, free trial offers).

## **Transaction page** -- \$400

This page acts as an online reply form; similar, but shorter than, a short-copy landing page. Web user can either order product or request a free report, white paper, or other inquiry fulfillment item.

## **Long copy e-mail** -- \$1000-\$1,800

An e-mail designed to sell a product directly by driving recipient to a landing page. (Similar to a 2 to 4 page print sales letter.)

## **Short copy e-mail** -- \$650-\$1,000

A short e-mail designed to drive readers to a microsite or long-copy landing page where they can order the product. (Equivalent to a 1/2 to 2 page sales letter.)

**Lead-generation e-mail** -- \$750-\$1,000

Similar to short copy e-mail, but the purpose is not to sell a product or service directly. Rather, the reader is driven to a landing or transaction page to request inquiry fulfillment material such as a free report, free CD-ROM, etc.

**E-mail conversion series** -- \$400-\$750, minimum 2

A series of follow-up e-mails, usually sent via autoresponder, to convert inquiry into sale.

**Online ad** -- \$250

A 100-word classified ad (to place in an e-zine) and drive readers to an online sales letter, microsite or landing page.

**Online sales package** -- \$4,500-\$7,500

Microsite or long-copy landing page with two different headlines and leads to test; three short copy e-mails, and three online ads.

**E-zine content** -- \$500 minimum per issue

Short and long articles and promotional blurbs. Only available with multi-issue contract.

**E-zine consultation** -- \$400

Phone consultation for your new e-zine, including content and article ideas, e-zine name suggestions, publication schedule, specific planned items for the first few issues, and copywriting of an e-mail invitation to subscribe.

**Web site content** -- \$225 per item and up

Primarily informative and educational, often in article format. Not directly promotional in nature, but usually acts in support of the sales copy.

**Web site critique** -- \$300 and up

Multi-page report evaluating over 30 elements of your site's copy, design, navigation, and usability, with an emphasis on the strength of the copy.

*All fees are approximate. This fee schedule is current as of January 2006 and is subject to change without notice. Unless otherwise noted, fees include up to two rounds of revisions.*