

Eileen Coale, Freelance Copywriter
Coale Communications
Phone: 410-757-0821
Email: eileen@eileencoale.com
Web: www.EileenCoale.com

Fee Schedule

Web landing page	\$1500 - \$6000
Length equivalent to 2 to 10 print pages	
Short landing page	\$750 - \$1500
Includes a headline, several paragraphs of copy, and the offer. Ideal for inquiry fulfillment (free reports, white papers, trial offers).	
Small business website package	\$3500 - \$6000
Ideal for smaller enterprises, alternative health services, or promotion of a unified product line, this includes copy for home page and 5 to 10 additional pages.	
Email promotion	\$750 and up
Designed to sell product by driving recipient to landing page	
Email conversion series	\$400 - \$750 each
(minimum 2)	
Product descriptions	\$125 - \$200 each
60-100 words, includes catalog copy	
Package copy	\$300 and up
Sell sheet/product profile for B2B	\$500 - \$750
E-newsletter content	\$500 and up
Per issue. Short and long articles and promotional blurbs. Only available with a multi-issue contract.	
Web site content	\$300 and up
Primarily informative and educational, often in article format. Not directly promotional in nature, but acts in support of the sales copy.	

Eileen Coale, Freelance Copywriter
Fee Schedule, page 2

Summarize research abstracts	\$25 each
60-100 words, available in multiples only.	
Flyer or free-standing insert	\$500 and up
Brochure	\$950 and up
Standard 8 ½ x 11 trifold. Other sizes, per quote.	
White papers and special reports	\$3000 and up
Case studies	\$300 and up
Customer service letters	\$300 and up
Used for follow-up, soliciting feedback and testimonials, or keeping in touch with customers on a regular basis	
Testimonial review and editing	per quote
Testimonials are the lifeblood of nutraceutical products. Services include reviewing testimonials on file to help you select the best ones, and editing as needed.	
Magalog	\$14,000 and up
Direct mail package	\$4500 and up
Used for both order and lead generation, the package may include a multi-page sales letter, response device, envelope teaser copy, brochure or sell sheet, etc.	
Self-mailer, 11 x 17 (single fold)	\$1800 and up
Used for order generation for a single product or limited line of related products. Response device is included.	
Print ad	\$400 - \$1000
Advertorial	\$1500 and up

All fees are approximate. Firm quotes available with project specifications. Minimum project fee \$500 except for new clients. This fee schedule is current as of 2016 and is subject to change without notice. Unless otherwise noted, fees include up to two rounds of revisions if needed.