



COPYWRITING FEES TABLE

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| General day rate | £200-250 | (plus travel if outside 25-mile radius of Colchester) |
| Half-day discovery session | £100 | (plus travel if outside 25-mile radius of Colchester) |
| Brochure copy | £35-200 per page or spread | (depending on copy density) |
| Web page | £100-450 per page | (depending on length and importance of copy - includes page title tags & meta descriptions, research - usually averages at around £120-150 per page for larger sites) |
| 6-10 page Website | £1100-1800 | |
| 10-20 page Website | £1600-3000 | |
| Basic 5-page package | £1,000 | pages: Home, About, Services, Contact, 1 Case Study |
| Blog Post (up to 600 words) | £150 | |
| Blog Post (up to 1000 words) | £250 | |
| Blog Post (up to 2000 words) | £300-500 | (more like a 'cornerstone content' piece) |
| Landing page (short) | £250-600 | |
| Landing page (long) | £650-1200 | (depending on length and importance of copy) |
| Case Study (1 page) | £150 | 250-400 words |
| Case Study (2 pages) | £250 | 500-800 words |
| Case Study (website page) | £200 | (for this and above - using story info supplied by client or via questionnaire) |
| Case Study (long) | £400-700 | 1000-2000 words including interviews |
| Press release | £150-250 | 1-2 pages |
| Sales email/letter (short) | £250-350 | 1-2 pages if printed |
| Sales email/letter (long) | £500-750 | |
| Email in a sequence | £100 | 5-email sequence = £500 |
| Facebook Ads / Posts | £50 per ad | For all ads: |
| Instagram Ads | £20 per ad | - text only, no image sourcing |
| GDN Ads | £25 per ad | - will provide 4 headline options |
| Press ad | £400-650 | |
| Postcard/flyer | £200-300 | |
| White Paper / eBook | £1,000 | (approx 3000 words) |
| Video Script (30-60 secs) | £250-400 | |
| Video Script (100-120 secs) | £400-600 | |
| Product Descriptions (short) | £35 each | |
| Proofreading & Copy-editing | £100 per half-day spent | Checking and amending for grammar, punctuation and sense. |

Terms:

Purchase order or email/letter of authorization required for all jobs. Copywriting fees are payable 50% in advance; balance invoiced upon delivery of first draft.

To avoid projects dragging out, revisions must be assigned within 7 days of receipt of copy. Two rewrites (if needed) are made free of charge unless the revision is based on a change in the assignment made after copy is submitted.

Listed fees are guidelines only. Get in touch for a prompt price quotation on your specific assignment.

NOTE: This fee schedule current as of March 2019 and valid for 90 days from date of receipt. Be sure to call for current fee schedule when ordering copy or consulting service.

See terms & conditions on this page: <https://www.lookherewriting.com/terms-conditions/>

Did you know?

The average daily rate for a copywriter is £330. Think about the effect strong copy will have on your business - and the amount of time and hassle you will save by not having to figure it out yourself - and I'll seem like a bargain. Best talk to me before I put my rates up! :))