

Coale Communications Copywriting Fee Schedule for Print Media

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Direct mail package -- \$6000 and up

Used for both lead and order generation, the package may include a multi-page sales letter, response device, brochure or sell sheet, etc.

Magalog -- \$14,000-\$20,000 and up

Most magalogs are a minimum of 12 to 16 pages, and a maximum of 24 to 36 pages. Magalogs in the natural health field are typically used to sell supplements or alternative health newsletters. My magalog services include consultation with your graphic designer, along with specific suggestions for images and photographs.

Short sales letter -- \$1000-\$4500

Used for order and lead generation, shorter sales letters are usually 2 to 8 pages, including response device.

Long sales letter -- \$5000-\$10,000

Used for order generation, sales letters are usually 12 to 20 pages, including response device.

Self-mailer, 11 x 17 (single fold) -- \$2000 and up

Used for order generation for a single product or limited line of related products. Respond device is included.

Product descriptions/catalog copy -- \$125-\$200 each

Usually 60-100 words each. Minimum \$500 contract.

Summaries of scientific research abstracts -- \$25 each

Summaries are 60-100 words based on scientific research abstracts provided by you. Minimum \$500 contract.

Flyer or free standing insert -- \$750 and up

One page promotion often mailed along with a salesletter or newsletter to promote a single product.

Brochure -- Standard 8 1/2 x 11 trifold, \$1000 and up

Other size brochures, per quote

Bait piece/special report -- highly variable, \$750-\$4000 and up
A bait piece, which can be a special report, white paper, tip sheet, or similar item, works well for lead generation in conjunction with sales letters, ads, and online media. These are often in electronic format as well as print.

Case studies -- \$300 and up

Package copy -- \$350-\$600 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. I can also interview your customers or clients to obtain testimonials.

Sell sheet -- \$750 and up

Print ad -- \$400-\$1000

Advertorial -- \$1800-\$3000

Newsletter copy -- per quote

Press release -- (1-2 pages) \$400 and up. This service is only available as an add-on item to other contracted services.

Complete media kit -- \$1500-2500
Includes consultation regarding contents.

Video script -- per quote

All fees are approximate. Rush jobs (turnaround in 2 weeks or less) carry a 30% surcharge. This fee schedule is current as of January 2015 and is subject to change without notice. Unless otherwise noted, fees include one round of revisions.