

Coale Communications Fee Schedule for Consulting & Print Media Copywriting

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



Consulting

Branding consultation for coaches, consultants, and small businesses -- \$2000

Need help formulating your brand and USP? This process of discovery will help you determine what makes you different from the other providers in your field. Deliverable includes key messages, themes, benefits, elevator pitch, USP, and talking points that will guide all your marketing materials and programs. Consultation via phone and email.

Newsletter consultation -- \$400

Phone consultation for your new newsletter, including content and article ideas, name suggestions, publication schedule, specific planned items for the first few issues, and copy for an invitation to subscribe.

Direct mail campaign strategy -- \$500-\$2000

Strategic planning, including formats, concepts, and mail drop dates, for a series of mailings over the course of 3, 6, 9, or 12 months. Does not include copywriting.

Copywriting

Sales letter -- \$500-\$1000 (up to 2 pages)
\$1000-\$8000 (3 or more pages)

3-letter sales letter series plus bait piece -- \$2500-\$3500

The 3-letter series plus bait piece is an effective lead generation technique that works for all kinds of businesses. For this package, letters are 1 1/2 to 4 pages long each.

Bait piece -- \$400-\$1000+

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.

Direct mail package -- \$2000-\$5000

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

Customer service letters -- \$300 and up

Used for follow up, soliciting feedback and testimonials, or keeping in touch with customers on a regular basis.

Postcard copy and concepts -- \$300-\$750

Self-mailer -- \$500

Sell sheet -- \$375-\$500

Print ad -- \$250-\$1000

Advertorial - \$1200 and up

Yellow Pages Ad -- \$400 and up

Bio -- \$200 and up

A bio, used as part of a media kit, on a web site, etc., is typically 1/2 to 1 page long.

Newsletter -- \$400 per (8.5 x 11) page and up

Article/feature story -- \$1/word and up

Articles may contain your byline, or have no byline at all. Often used as a promotional vehicle in trade publications. Rate depends on complexity of subject.

Press release -- (1-2 pages) \$300 and up

Completed media kit, including consultation re contents -- \$1500-\$2000

All fees are approximate. Rush jobs (turnaround in 2 weeks or less) carry a 30% surcharge. 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.