

# Chris Delker Copywriting

## Schedule of Estimated Fee Ranges\*

*The following is a listing of the most commonly requested content marketing projects. Don't see your project listed here? Feel free to contact me and describe your project for a no cost, no commitment quote.*

<b>Thought Leadership:</b>	
White Papers (5 to 10 pages)	\$4,000 - \$6,000
eBooks	\$2,000 - \$5,000
Positioning Paper (Sort of a mini white paper, typically 2 to 4 pages)	\$1,500 - \$3,000
Ghostwritten Articles for Publication (800 to 2,000 words)	\$1.25 per word (\$1,500 minimum)
<b>Collateral:</b>	
Brochure copy	\$500 - \$750 per page/panel
Data sheet or 2-sided slick	\$500 - \$750 per page/panel
Case study (aka customer success story) (800 to 1,500 words & up to 1 hour of client interviews)	\$1,500 - \$2,000
Press Release (1 page)	\$500 - \$750
<b>Online Projects:</b>	
Content consulting for 10 to 15-page website (Project deliverable consists of an outline of proposed website pages and content recommendations)	\$750 - \$1,250 consulting fee
Website copy	\$300 - \$750 per page
Executive bio (includes phone or email interview if needed)	\$250 - \$500 each
Blog Post (Pricing depends upon length, research needed, and whether interview is required)	\$400 - \$500 per post
Lead generation email, short	\$500 - \$750
Lead generation email, long	\$1,000 - \$2,000
Email, general announcement, short	\$250 - \$500
Email, general announcement, long	\$500 - \$1000
Email newsletter article (500 to 750 words)	\$750 - \$1000
Autoresponder email, single	\$500 - \$750
Autoresponder email, series of 3	\$1000 - \$2000
Landing page	\$1000 - \$2500

*\*The fees presented here are, of course, just approximate ranges. I'm always happy to provide a specific project quote for no charge, and at no obligation. Once I've provided a quote for your project – and assuming there are no fundamental midstream changes – the quoted amount is always what you'll be invoiced for. So you'll know to the penny what your copywriting costs will be before beginning a project.*