

Coale Communications Copywriting Fee Schedule for Online Media

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



Small business web site package -- \$3500-\$5000

Ideal for smaller enterprises, alternative health services, or promotion of a unified product line, this includes copy for a home page and 5 to 10 additional pages.

Microsite/online sales letter -- \$4000-\$9000

Long copy on a single web site designed to sell a single product directly. This online letter is approximately equivalent to a 6 to 24 page print sales letter.

Landing page (long copy) -- \$2500-\$4000

When a microsite is more than you need, a landing page may be the best choice. The online equivalent to a 2 to 4 page sales letter.

Landing page (short copy) -- \$750-\$1500

Includes a headline, several paragraphs of descriptive copy, and the offer. Ideal for inquiry fulfillment (free reports, white papers, free trial offers).

Landing page optimization -- \$1000 and up

Review and revision of your landing page copy to make it more effective, along with design recommendations as needed.

Transaction page -- \$400

This page acts as an online reply form; similar, but shorter than, a short-copy landing page. Web user can either order product or request a free report, white paper, or other inquiry fulfillment item.

Long copy e-mail -- \$1000-\$2500

An e-mail designed to sell a product directly by driving recipient to a landing page. (Similar to a 2 to 4 page print sales letter.)

Short copy e-mail -- \$750-\$1,000

A short e-mail designed to drive readers to a microsite or long-copy landing page where they can order the product. (Equivalent to a 1/2 to 2 page sales letter.)

Lead-generation e-mail -- \$750-\$1000

Similar to short copy e-mail, but the purpose is not to sell a product or service directly. Rather, the reader is driven to a landing or transaction page to request inquiry fulfillment material such as a free report, free CD-ROM, etc.

E-mail conversion series -- \$400-\$750, minimum 2

A series of follow-up e-mails, usually sent via autoresponder, to convert inquiry into sale.

Online ad -- \$250

A 100-word classified ad (to place in an e-zine) and drive readers to an online sales letter, microsite or landing page.

Online sales package -- \$4500-\$12,000

Microsite or long-copy landing page with two different headlines and leads to test; three short copy e-mails, and three online ads.

E-zine content -- \$500 minimum per issue

Short and long articles and promotional blurbs. Only available with multi-issue contract.

E-zine consultation -- \$750

Phone consultation for your new e-zine, including content and article ideas, e-zine name suggestions, publication schedule, specific planned items for the first few issues, and copywriting of an e-mail invitation to subscribe.

Web site content -- \$300 per item and up

Primarily informative and educational, often in article format. Not directly promotional in nature, but usually acts in support of the sales copy.

Web site evaluation -- \$500 and up

Multi-page report evaluating over 30 elements of your site's copy, design, navigation, and usability, with an emphasis on the strength of the copy.

All fees are approximate. This fee schedule is current as of June 2007 and is subject to change without notice. Unless otherwise noted, fees include up to two rounds of revisions.