

Coale Communications Fee Schedule for Print Media Copywriting

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



Direct mail package -- \$4500 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.

Sales letter -- \$3500 and up

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

Self-mailer, 11 x 17 (single fold) -- \$1500 and up

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

Flyer or free standing insert -- \$500 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+

Other size brochures, per quote

Bait piece -- \$750-\$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. These are often in electronic format as well as print.

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.

Sell sheet -- \$500 and up

Print ad -- \$250-\$1000

Advertorial - \$1200 and up

Newsletter or ezine copy -- per quote

Press release -- (1-2 pages) \$400 and up

**Complete 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 June 2007 and is subject to change without notice. Unless otherwise noted, fees include up to two rounds of revisions.