

Bob McCarthy – McCarthy & King Marketing

Copywriting Fee Schedule

(as of 7/23/10 – subject to change)

Direct mail letter packages	
• 1-page letter with reply form	\$1,000 - \$1,200
• 2-page letter with reply form	\$1,500 - \$1,700
Direct mail letter/brochure packages	
• 1-page letter with reply & brochure/insert	\$1,800 - \$2,000
• 2-page letter with reply & brochure/insert	\$2,300 - \$2,500
Self-mailers	
• Small format (8.5x5.5 panel size)	\$1,000 - \$1,200
• Large format (8.5x11 panel size)	\$1,500 - \$2,000
Postcards	
• Small format (4x6)	\$ 600 - \$ 800
• Large format (6x11)	\$1,000 - \$1,200
Brochures	
• Small format (8.5x5.5 panel size)	\$1,000 - \$1,200
• Large format (8.5x11 panel size)	\$1,500 - \$2,000
Ads	
• Full-page print ad (8x10)	\$1,000 - \$1,200
• Half-page and smaller print ad	\$ 600 - \$ 800
• Online banner ad	\$ 600 - \$ 800
• Pay per click text ads (10 versions provided)	\$ 500
Email Series	
• 1-2 emails	\$ 750 each
• 3-6 emails	\$ 650 each
• 7-10 emails	\$ 600 each
Sell Sheets	
• One-sided (8x10)	\$ 800 - \$1,000
• Two-sided (8x10)	\$1,200 - \$1,600
Landing Pages	
• Squeeze page (lead capture/short message)	\$ 400 - \$ 600
• Sales promotion landing page (lead capture/long message)	\$1,000 - \$1,500
Web Pages	
• Short page (1-2 screen views)	\$ 400 - \$ 600 per page
• Long page (2+ screen views)	\$ 800 - \$1,200 per page
Booklets/Reports/Whitepapers/Newsletters	Quoted
Case Studies/Client Interviews/Executive Profiles	Quoted
Multiple Concepts (heads/subheads for multiple creative concepts)	Quoted

For more information, please contact Bob McCarthy at 508-473-8643 or bob@mccarthyandking.com