

# Copywriting and Creative Services

Bob McCarthy – 508-473-8643

Thanks so much for your interest in my copywriting and creative services.

Before we get to the numbers, I'd like to give you a quick overview of direct mail marketing and the services I provide.

I appreciate your interest in hiring a copywriter. Copywriting is a vital part of every direct mail campaign, but it's only one part. To be successful, you need to pay close attention to many other factors as well.

## **First, there's graphic design**

Although I can work with you as a solo copywriter, I more often work with a graphic designer as part of a creative team. You get your best results when you have writer and designer working together from the outset. I can bring in one of my designers for your project.

## **And then, there's everything else**

There are many moving parts to a successful direct mail campaign. Don't overlook them:

- Mailing list research and list building
- Offer selection and/or development
- Printing
- Personalization
- Mailing services
- Landing page and PURLs
- Email follow-up

If you're interested in a complete campaign, let's set up a time to talk.

I look forward to hearing from you.

Bob McCarthy

508-473-8643

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P.S. A few thoughts on the fee schedule

- I tried to cover a lot of different projects, but if you don't see exactly what you have in mind, call me and I'll give you a specific estimate.
- If you're not sure what format to use, I can help you with that. There is a process for determining which format will work for specific applications.
- If you have multiple projects planned, I am flexible with my pricing.
- If your workload warrants it, ask about my monthly retainer service.

# Copywriting Fee Schedule

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(fees are subject to change – 11/13/12)

## Direct mail letter packages

- 1-page letter with reply card \$1,000 - \$1,200
- 2-page letter with reply card \$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 \$2,400 - \$2,600
- Additional inserts Add \$800

## Self-mailers (3 panels with reply card)

- Small format (8.5x5.5 panel size) \$1,200 - \$1,600
- Large format (8.5x11 panel size) \$1,800 - \$2,200

## Postcards

- Small format (4x6) \$ 600 - \$ 800
- Large format (6x11) \$1,000 - \$1,200

## Booklet mailers

- Small format (8.5x5.5 page size) \$250 per page
- Large format (8.5x11 page size) \$400 per page

## Brochures (3 panels)

- Small format (8.5x5.5 panel size) \$1,200 - \$1,600
- Large format (8.5x11 panel size) \$1,800 - \$2,200

## Surveys (printed and online)

- Lead generation surveys \$1,200
- Lead qualification surveys \$ 800
- Customer satisfaction surveys \$ 800

## Ads & Printed Inserts

- Full-page print ad (8x10) \$ 800 - \$1,000
- Printed insert (8x10, both sides) \$1,200 - \$1,600
- Half-page and smaller print ad \$ 600 - \$ 800
- Online banner ad \$ 600 - \$ 800
- Pay per click text ads (10 versions provided) \$ 500

## Sell Sheets/Product Sheets/Flyers

- One-sided (8x10) \$ 800 - \$1,000
- Two-sided (8x10) \$1,200 - \$1,600

## Copywriting Fee Schedule – Bob McCarthy – page 2

### Email

- Email prospecting (to outside lists) \$1,000 - \$1,200
- Email nurturing (follow-up to opt-in list)
  - 1-2 emails \$ 750 per email
  - 3-6 emails \$ 650 per email
  - 7-10 emails \$ 600 per email
  - Email newsletter (1-2 articles per issue) \$1,000 - \$2,000
  - Email setup and training \$ 750

### 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
- SEO & keyword copywriting/editing (existing pages) \$ 250 per page

### Reports/Whitepapers/How-To Guides

- Formatting and writing \$ 400 per page
- Formatting and editing \$ 250 per page

### Case Studies/Client Interviews/Executive Profiles

- Research, interviewing \$ 600
- Formatting and writing \$1,000 - \$1,500

### Blog Writing

- Content planning/calendar \$1,500
- Write blog posts (500 words) \$ 400 each
- Edit blog posts (500 words) \$ 250 each

### Public Relations

- Press Releases \$ 400
- Media Kits \$1,200

### Consulting Services

- Mailing List Planning \$ 800
- Offer Planning \$ 800
- Creative Strategy \$ 800
- Lead Generation/Nurturing Strategy \$1,200

For more information, please contact Bob McCarthy at 508-473-8643 or  
[bob@mccarthyandking.com](mailto:bob@mccarthyandking.com)