



Sample Rate Sheet

I emphasize customized rates for my clients because every project is different. You don't want to pay for services you don't need, so there's no one-size-fits-all price when it comes to writing.

You need personalized attention to the details of your project.

However, maybe you're hesitant to start a conversation without having a ballpark figure.

I understand that. So, here are some **sample rates** that I've charged [my happy clients](#) in the past for similar projects. Your needs may be different, so your rate could vary. But these figures will give you an idea of what to expect.

Service	Sample Rate
Feature writing* varies with number of interviews	\$1/word
Web copywriting up to 400 words	\$450
Direct mail letter & email 300-500 words	\$600
Customer case study varies with length, interviews	\$1,200
Brochure copywriting up to 6 panels	\$750 and up
White paper or e-book varies with length, interviews, research	\$250/page
Blog post* varies with length, interviews, research	\$200 minimum
Editing varies based on type of editing	\$35/page and up
Other services	Contact for quote

* with byline

If you'd like to start a conversation about how I can help you, drop me an email at ashley@ashleyfesta.com. I look forward to working with you!

~ Ashley Festa