



## 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 rates might vary. But these figures will give you an idea of what to expect.

| Service  | Sample Rate              |
|--|--------------------------|
| <b>Feature writing*</b>  | <b>\$1 – \$1.50/word</b> |
| <b>Web copywriting</b><br>up to 400 words                              | <b>\$450</b>             |
| <b>Direct mail</b><br>300-500 words                                    | <b>\$600</b>             |
| <b>Customer case study</b><br>fee may vary with length, interviews     | <b>\$1,200</b>           |
| <b>Brochure copywriting</b>  | <b>\$750</b>             |
| <b>White paper or e-book</b><br>fee may vary with interviews, research | <b>\$250/page</b>        |
| <b>Blog post*</b><br>fee may vary with length, interviews, research    | <b>\$450</b>             |
| <b>Copy editing</b>  | <b>\$35/page</b>         |
| <b>Developmental editing</b>   | <b>\$125/page</b>        |
| <b>Other services</b>  | 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.festa.writing@gmail.com](mailto:ashley.festa.writing@gmail.com). I look forward to working with you!

~ Ashley Festa