

Copywriting Order Form/Bid Request

Before we can make a bid on your work we will need to know what you want and the overall scope of the job. If your ready to place an order or would just like to take the next step in making a decision, return this form to us. We'll get started on bidding and developing your project.

1. Your name:

2. Your title:

3. Your company:

4. Your address:

5. Your phone number:

6. E-mail address:

7. The name of your product or service:

8. The customer/market for your product or service:

9. The kind of copy you need:

- Print Ad Point of Sale Material Sales Packet Direct Mail Packet
 News Letter Brochure Advertorial White Paper Press Release
 E-mail Marketing Landing Page or Microsite Other Web Pages

10. The desired length of the copy, how many page or words?

11. The purpose of the copy (check all that apply):

- to generate inquiries to answer inquiries to generate sales to build awareness
 to transmit information to build company image to announce new products other:

12. Please enclose any literature that will provide background information about your product/service. The complete list of possible materials is included in the **Questionnaire and Background Material** sheet. Don't worry about organizing the material. We'll do that.

13. What are the **key** selling points of this product or service? ** see our **Product Information Sheet** for more details.

14. What is your deadline date?

15. Please select from the options below:

- I'm ready to order. Please slot me into your schedule and contact me with the projected cost and completion date.
 Here's my order form and background material. Please call me with an estimate before you start writing.
 I'm interested in hearing more. Give me a call around am/pm so we can discuss my copy needs in more detail.

You can return this form to us by email, fax or snail mail it to the address below.

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OUR GUARANTEE TO YOU: The copy we write is guaranteed to please you. If you're not satisfied, we will rewrite, based on your specific guidelines, at no extra charge. Revision must be assigned within 30 days and does not include changes in the original assignment after copy is submitted.

FEE SCHEDULE

This is a list of the general copywriting fees for various projects. These prices include copywriting and basic layout if needed. We provide graphics on a limited basis and we will work with your graphic designer to provide you with a cohesive layout and a harmony between the graphics and text copy.

Each project is different and requires a different level of preliminary work. Once we have the basic information that we need we will put together a specific bid for your project which you may approve before we begin work.

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| Print advertisement -Full page – Approximately 300 words | \$500 - \$1500 |
| Print advertisement - Partial page- Less than 200 words | \$300 - \$700 |
| Brochure 4 page 11”x17” | \$800 - \$1500/page |
| Self-mailer (postcard or folded) | \$500 - \$1000 |
| Newsletter or e-zine articles | \$600 - \$1000/page |
| Advertorial | \$400 – \$800 /page |
| Press releases | \$400 - \$600 |
| Sales/Marketing Letter | \$400 - \$600/ page |
| Sales Proposals or Direct-mail Package – Multiple Items 15% discount applies to packages of 4 pieces or more | \$1500 - \$3000 |
| Website (home page) | \$600 - \$1200 |
| Website (other pages) | \$400 - \$600 |
| Landing Page or Microsite | \$800 - \$1200/page |
| E-mail marketing (short copy 300 to 500 words) | \$400 - \$800 |
| E-mail marketing (long copy- 500 to 1000 words) | \$750 - \$2000 |
| We also do basic Design and Formatting. These and other individual services are bid specifically for each job and are billed as separate items. | \$50.00/hr. |