

Copywriting

Price list 2017

Website and advertising

Concept, navigation, descriptive labels and menu items, content, Fee per hour € 120,-

Press Releases

1 - 2 A4-pages € 150,-

Social Media

1 - 3 Facebook-Posts incl. link, picture, video € 60,-

4 - 7 Facebook-Posts incl. link, picture, video € 120,-

15 - 20 Tweets incl. link, picture, video € 120,-

+ adaptions for Google+, LinkedIn, Pinterest, Instagram € 60,-

Blog

Text (MS Office Word):

300 - 600 words € 180,-

600 - 800 words € 210,-

800 - 1.000 words € 240,-

1.000 - 1.500 words € 270,-

1.500 - 2.000 words € 300,-

Image search € 35,-

Support for CSM € 65,-

Newsletter

Subject, header, introduction, 3 sub-topics, buttons, fee € 120,-

Landing Page incl. concept, text & definition of elements € 120,-

Google AdWords, Facebook ads, etc.

Fee per ad € 30,-

eBook, White Paper, Case Study

Fee per hour € 120,-

Meetings, brainstorming, editorial sessions, research

Fee per hour, excluding briefings € 80,-

Rewriting and text adaptation

Fee per hour € 70,-

Proofreading and editing

Fee per hour € 50,-

The prices do not include 20 % VAT.