



IMAGE & DESIGN STUDIO  
MEDIA • DESIGN • ADVERTISING

Image and Design Studio  
Sunshine Coast, Australia  
07 5471 2424 | 0422 541 393

## COPYWRITING RATES

Following is an indication of i-D copywriting rates for different types of work.

All prices are in Australian dollars (AUD) and include GST.

### Web Copy (straight web copy, e.g. Home, About Us, Products, Services)

\$500.00 for a Home page of 200 words; \$0.75 per word for sub-pages

### Brochure Copy

\$500.00 for an Intro of 200 words \$0.75 per word thereafter

### Hourly Rate

\$85.00

Please note, that we quote fixed prices based on individual projects. So if you want to know the exact fee for your project, please email for a quote. A written, fixed-price proposal will then be sent. Remember also, that if you need 20+ pages of copy written, the investment per word will be lower.

### Fixed price copywriting

Because we work to fixed prices, we need to know:

- the number of pages you require;
- any content already written, notes, background information, etc;
- what kind of pages are they? Writing for the web differs substantially from print advertising, or corporate profiles, brochures or speeches;
- if they're for the web, what kind of pages are they (e.g. Home, About Us, Services, etc.)?
- how many words per page are you expecting?
- your deadline?
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Then in order to write your copy, we'll need to know

- the benefits of what you're offering;
- why it's unique or better;
- what claims you want to make about it;
- the personality of your brand;
- the profile of your target reader, and their needs and wants; and
- your call to action.

### Contract of works

The quote will detail the scope of work: the number of pages, approximate number of words and number of drafts.

50% up-front is required. Non-negotiable.

2 weeks lead time is required

We're able to work around the clock of course, but it is likely to double the cost.

## The writing and review process

The first draft of the copy piece is written and sent through for review and you have two opportunities to review it. The first draft is predominantly where most of the work is, after that the review process starts.

All copy is emailed in PDF format with the commenting feature turned, so you can make changes directly within the document if you want. We're not expecting you to write the copy yourself but in general clients prefer to make notes, deletions, change certain words, etc., within the document, rather than emailing or calling with any amendments.

## The Timeframe

The total turnaround time depends on many factors, including:

- How long it takes you to sign and fax back the Approval of Quote form;
- How long it takes you to pay the first instalment;
- How long it takes you to provide all the background information and materials;
- How long it takes to write the first and second drafts; and
- How long it takes you to review these drafts and provide final signoff.

In general, it takes about 10 business days to write the copy to first draft.

A license to use the written content is yours on final payment of the invoice. There are no ongoing royalties and you have the right to modify the copy, as though it were your own work.