

Copywriting Services

| Hours ¹ | Item | With | Or | Or |
|--------------------|---|-------------------|-----------------------|-----------------|
| 0.25 | Proof One Page ² | | | |
| 0.50 | Write a Few Headlines | | | |
| | Edit One Page | | | |
| | Proof One Page | Many Errors | Complex Content | |
| 1.00 | Write Many Headlines | | | |
| | Write One ³ Job Recruitment Ad | | | |
| | Write Rationale | | | |
| | Write One Page | | | |
| | Edit One Page | Poor Writing | Complex Content | Poor Brief |
| | Proof One Page | Very Many Errors | Very Complex Content | |
| 2.00 | Write One Job Recruitment Ad | New Client | Many Source Materials | Poor Brief |
| | Write Rationale | Complex Content | | |
| | Edit One Page | Very Poor Writing | | |
| 2.50 | Write One Job Recruitment Ad | Hard to Fill Role | Very Poor Brief | |
| | Write One Page | Poor Brief | Poor Materials | |
| 3.00 | Write One Page | Very Poor Brief | No Materials | Complex Content |

Notes

1. These times are rough estimates only. The better the brief, the less time we take (and vice versa). Once we get your brief, we can give you a proper time quote. If a job takes less time than quoted, we only charge for time actually spent.
2. A 'page' is whatever fits on an A4 piece of paper. Usually 500 words (if there are no images).
3. Multiply these figures for ads containing multiple jobs.