

2014 Example Pricing Commercial Writing Ireland

Discounts often available for new clients or non-profit, please ask!

Regular Sample Projects (content only unless stated)	Example Price
Website Content (5-6 standard content pages)	€990
Tri-fold Brochure (A4 front & back, folded to DL size)	€550
Image/Identity Statement Brochure (A5, 4-8 page or similar)	€990
Interpretation Signage/Panel Text for Tourist Attraction	€550
Pop-Up/Roll-Out Banner Copy	€250
A5 Flyer/Leaflet (front and back)	€300
Mailing List Boost (landing page copy & 'hook' offer item)	€550
Monthly E-Newsletter Content & Management (per month)	€450
Video Scripting (5-7 minute Promotional/Marketing)	€550
Tender Document or Grant Application	€450
Report or White Paper	€750
Case Study, Profile, or Interview Piece	€400
Direct Mail (print or email) campaign – 4-5 pieces	€1,200
Existing Web Content Review/Re-write for SEO	€450
Targeted Conceptual Press Release	€400
Social Media Management (FB, Twitter 1-2 daily post) per mth	€400
Pay Per Click Advertising Content & Management (per month)	€300
Blog Posts or Trade Articles, SEO focused (up to 1,000 words)	€300
Sales or Cover Letters (A4 single side)	€350

(prices are subject to change without notice, all prices are estimates ONLY)