



# Andes & Associates

## Schedule of Estimated Fees\* effective January 27, 2010

**Note: All online web page fees include writing title and description tags.**

|  |                   |
|--|-------------------|
| <b>Website Review of Current Site</b>  | \$300–\$500       |
| <b>Optimizing a Web Page</b> (rewrite current page with keywords)                          | \$450–\$950       |
| <b>Develop and Write Small Website Using Template</b> (5 to 6 pages)                       | \$2,500–\$5,000   |
| <b>Develop, Write, Build Website Using Template</b> (7 to 20 pages)                        | \$4,000–\$8,000   |
| <b>Home Page</b>   | \$750–\$1,500     |
| <b>Sales Landing Page</b> (directly sells product or service)                              |                   |
| Short (1 screen)   | \$450–\$750       |
| Medium (2–4 screens)   | \$750–\$1,200     |
| Long (6–10 screens)  | \$1,500–\$3,000   |
| <b>Information Page</b> (About Us, Articles, Reviews, Case Studies, etc.)                  | \$450–\$1,500     |
| <b>Product Description</b> (very short)  | \$150–\$450       |
| <b>Keyword Research</b>  | \$100–\$500       |
| <b>Newsletter / E-zine</b> (Content for an online magazine, may include building)          | \$450–\$1,500     |
| <b>Emails</b>  | \$250–\$1,500     |
| <b>Articles</b> (Original pieces suitable for print or online publication. 400-1200 words) | \$450–\$1,500     |
| <b>Pay Per Click</b>   |                   |
| Single ad  | \$75–\$150        |
| Full campaign (ads, landing page, welcome page, welcome email)                             | \$1,000–\$3000    |
| Management of campaign   | \$300–\$500/month |
| <b>Blog Ghostwriting</b>   | \$250–\$450/post  |
| <b>Auto Responder</b>  |                   |
| Single   | \$500–\$750       |
| Series of Three  | \$1,000–\$2,000   |
| <b>Advertorial</b>   | \$750–\$1,500     |
| <b>Brochure</b>  | \$500–\$2500      |
| <b>Newsletter</b> (print)  | \$200–\$400/page  |
| <b>Press Release</b> (submission and follow up available)                                  | \$450–\$1,000     |
| <b>Speech</b>  | \$750–\$2,000     |
| <b>Video / Audio Script</b>  | \$1500–\$3,000    |

### TERMS

Incidentals such as phone calls, stamps, and other minor expenses are absorbed by Andes & Associates. Major travel expenses, couriers, and other significant costs will be at client's expense with approval in advance. A signed letter agreement, which Andes & Associates will prepare, returned with 1/2 of the fee in advance is required to commence work.

**GUARANTEE:** I want you to be completely satisfied. Unless there is a concept change, there will be no charge for revisions within 30 days after the deadline.

**\*All fees are estimated. Your particular project could be less or more depending on the variables. Please call for a FREE consultation and QUOTE for your project.**