

Beyond the Basics

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Advertising, Copywriting & Public Relations									
Advertising copywriting	\$150	\$35	\$92	\$9,000	\$150	\$2,278	\$3/word	25¢/word	\$1.63/word
Advertorials	\$180	\$50	\$97	n/a	n/a	n/a	\$3/word \$1,875/page	75¢/word \$300/page	\$1.92/word \$550/page
Book jacket copywriting	\$100	\$40	\$71	\$700	\$350	\$500	\$1/word	50¢/word	75¢/word
Campaign development or product launch	\$150	\$50	\$89	\$8,750	\$1,500	\$4,250	n/a	n/a	n/a
Catalog copywriting	\$100	\$25	\$60	n/a	n/a	n/a	\$350/item	\$25/item	\$84/item
Copyediting for advertising	\$100	\$20	\$58	n/a	n/a	n/a	\$1/word	25¢/word	65¢/word
Direct-mail copywriting	\$150	\$50	\$87	\$50,000	\$600	\$8,248	\$4/word \$1,200/page	\$1/word \$200/page	\$1.50/word \$400/page
E-mail ad copywriting	\$100	\$50	\$80	\$3,500	\$200	\$836	n/a	n/a	\$2/word
Event promotions/publicity	\$85	\$50	\$63	n/a	n/a	n/a	n/a	n/a	\$500/day
Fundraising campaign brochure	\$110	\$69	\$91	\$3,500	\$300	\$1,525	n/a	n/a	\$1/word
Political campaigns, public relations	\$125	\$45	\$88	n/a	n/a	n/a	n/a	n/a	n/a
Press kits	\$180	\$30	\$96	\$5,000	\$1,000	\$2,334	\$2/word	50¢/word	\$1.30/word
Press/news release	\$180	\$35	\$97	\$1,500	\$125	\$479	\$500/page	\$150/page	\$297/page
Public relations for businesses	\$180	\$50	\$89	n/a	n/a	n/a	\$500/day	\$200/day	\$367/day
Public relations for government	\$90	\$50	\$64	n/a	n/a	n/a	n/a	n/a	n/a
Public relations for organizations or nonprofits	\$80	\$20	\$53	n/a	n/a	n/a	n/a	n/a	n/a
Public relations for schools or libraries	\$80	\$50	\$60	n/a	n/a	n/a	n/a	n/a	n/a
Speech writing/editing (general) ¹	\$167	\$43	\$81	\$10,000	\$2,700	\$5,480	n/a	n/a	n/a

¹ Per project figures based on 30-minute speech.

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Speech writing for government officials	\$200	\$30	\$86	n/a	n/a	n/a	n/a	n/a	\$4,500/20 min
Speech writing for political candidates	\$150	\$60	\$92	n/a	n/a	n/a	n/a	n/a	\$650/15 min
Audiovisuals & Electronic Communications									
Book summaries (narrative synopsis) for film producers ¹	n/a	n/a	n/a	n/a	n/a	n/a	\$1,269/15 min \$34/page	\$2,114/30 min \$15/page	\$4,006/60 min \$20/page
Business film scripts ² (training and info)	\$150	\$85	\$100	n/a	\$600	n/a	\$500/run min	\$50/run min	\$229/run min
Copyediting audiovisuals	\$88	\$22	\$36	n/a	n/a	n/a	n/a	n/a	\$50/page
Corporate product film	\$150	\$85	\$129	n/a	n/a	n/a	\$500/run min	\$100/run min	\$300/run min
Educational/training film scripts	\$110	\$75	\$96	n/a	n/a	n/a	\$500/run min	\$100/run min	\$300/run min
Movie novelization	\$100	\$35	\$68	\$15,000	\$3,000	\$6,750	n/a	n/a	n/a
Radio commercials/PSAs	\$85	\$30	\$56	n/a	n/a	n/a	\$850/run min	\$120/run min	\$504/run min
Radio editorials & essays (no production)	\$70	\$50	\$60	n/a	n/a	n/a	\$200/run min	\$45/run min	\$109/run min
Radio interviews (3 minute interview)	n/a	n/a	n/a	\$1,500	\$150	\$400	n/a	n/a	n/a
Radio stories (over 2 minutes with sound production)	\$1,500	\$100	\$400	n/a	n/a	n/a	n/a	n/a	n/a
Screenwriting (original screenplay)	n/a	n/a	n/a	\$106,070	\$56,500	\$81,285	n/a	n/a	n/a
Script synopsis for agent or film producer	n/a	n/a	n/a	\$75	\$60	\$65	n/a	n/a	n/a
Script synopsis for business	\$70	\$45	\$58	\$100	\$60	\$75	n/a	n/a	n/a

¹ Other figures based on length of speech (min=minute).

² Run min=run minute.

Beyond the Basics

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Scripts for nontheatrical films for education, business, industry	\$125	\$55	\$80	\$5,000	\$3,000	\$4,083	\$500/run min	\$100/run min	\$300/run min
TV commercials/PSAs ¹	\$85	\$60	\$73	n/a	n/a	n/a	\$2,500/ 30 sec spot	\$150/ 30 sec spot	\$963/ 30 sec spot
TV news story/feature ²	\$100	\$70	\$90	n/a	n/a	n/a	n/a	n/a	n/a
TV scripts (nontheatrical)	\$150	\$35	\$89	\$20,000	\$10,000	\$15,000	\$1,000/day	\$550/day	\$800/day
TV scripts (teleplay/MOW) ³	n/a	n/a	n/a	n/a	n/a	n/a	\$500/run min	\$100/run min	\$300/run min
Book Publishing									
Abstracting and abridging	\$125	\$35	\$75	n/a	n/a	n/a	\$2/word	\$1/word	\$1.50/word
Anthology editing	\$80	\$23	\$52	\$7,900	\$4,000	\$5,967	n/a	n/a	n/a
Book proposal consultation	\$100	\$40	\$57	\$1,500	\$250	\$792	n/a	n/a	n/a
Book proposal writing	\$100	\$40	\$65	\$10,000	\$500	\$4,512	n/a	n/a	n/a
Book query critique	\$100	\$50	\$60	\$300	\$200	\$250	n/a	n/a	n/a
Book query writing	n/a	n/a	n/a	\$500	\$120	\$200	n/a	n/a	n/a
Children's book writing (advance against royalties)	n/a	n/a	n/a	n/a	n/a	n/a	\$4,000	\$1,500	\$2,920
Children's book writing (work for hire)	\$75	\$50	\$63	n/a	n/a	n/a	\$5/word	\$1/word	\$3/word
Content editing (scholarly)	\$125	\$30	\$51	\$15,000	\$525	\$6,119	\$20/page	\$4/page	\$6/page
Content editing (textbook)	\$100	\$23	\$52	\$4,500	\$500	\$1,859	\$9/page	\$3/page	\$4/page
Content editing (trade)	\$125	\$19	\$49	\$20,000	\$1,000	\$7,988	\$40/page	\$3.75/page	\$7.50/page
Copyediting	\$75	\$20	\$34	\$5,500	\$2,000	\$3,500	\$6/page	\$1/page	\$4.10/page
Fiction book writing (own)	n/a	n/a	n/a	n/a	n/a	n/a	\$40,000	\$525	\$14,203

¹ 30 sec spot=30-second spot

² \$1,201 Writers Guild of America minimum/story.

³ TV scripts 30 minutes or less average \$6,535/story, \$19,603 with teleplay; TV scripts 60 minutes or less average \$11,504/story, \$28,833 with teleplay.

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Ghostwriting, as told to ¹	\$100	\$50	\$73	\$80,000	\$5,500	\$22,800	n/a	n/a	n/a
Ghostwriting, no credit	\$115	\$30	\$70	\$100,000	\$5,000	\$36,229	\$3/word	50¢/word	\$1.65/word
Indexing	\$40	\$22	\$30	n/a	n/a	n/a	\$5/page	\$2/page	\$3.69/page
Manuscript evaluation and critique	\$100	\$36	\$72	\$2,000	\$150	\$835	n/a	n/a	n/a
Nonfiction book writing (collaborative)	\$100	\$70	\$85	\$75,000	\$1,300	\$25,297	n/a	n/a	n/a
Nonfiction book writing (own) (advance against royalties)	n/a	n/a	n/a	n/a	n/a	n/a	\$50,000	\$4,000	\$17,909
Novel synopsis (general)	\$60	\$30	\$45	\$400	\$150	\$275	\$30/page	\$10/page	\$20/page
Proofreading	\$75	\$15	\$30	n/a	n/a	n/a	\$5/page	\$2/page	\$3.09/page
Research for writers or book publishers	\$150	\$15	\$46	n/a	n/a	n/a	\$600/day	\$450/day	\$525/day
Rewriting	\$120	\$25	\$63	\$50,000	\$4,000	\$14,500	n/a	n/a	n/a
Translation (fiction) ²	n/a	n/a	n/a	\$10,000	\$7,000	\$8,500	12¢	6¢	9¢
Translation (nonfiction)	n/a	n/a	n/a	n/a	n/a	n/a	15¢	8¢	10¢
Translation (poetry)	n/a	n/a	n/a	n/a	n/a	n/a	\$15/page	\$0/page	\$7.50/page
Business									
Annual reports	\$180	\$45	\$87	\$15,000	\$500	\$6,147	\$600/day	\$400/day	\$494/day
Associations and organizations (writing for)	\$125	\$20	\$68	n/a	n/a	n/a	\$400/day	\$300/day	\$350/day
Brochures, fliers, booklets for business	\$150	\$30	\$86	\$15,000	\$300	\$2,777	\$2/word \$800/page	35¢/word \$50/page	\$1.28/word \$387/page
Business & sales letters	\$150	\$36	\$81	\$2,000	\$150	\$762	\$2/word	\$1/word	\$1.42/page
Business & government research	\$100	\$35	\$69	n/a	n/a	n/a	n/a	n/a	n/a

¹ Per project figures do not include royalty arrangements, which vary from publisher to publisher.

² Other figures in cents are per target word.

Beyond the Basics

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Business editing (general)	\$150	\$25	\$72	n/a	n/a	n/a	n/a	n/a	n/a
Business plan	\$150	\$50	\$88	\$15,000	\$1,000	\$6,000	n/a	n/a	\$1/word
Business-writing seminars	\$200	\$60	\$103	\$8,600	\$550	\$2,450	n/a	n/a	n/a
Catalogs for businesses	\$90	\$35	\$65	\$10,000	\$2,000	\$5,000	\$1,500/page	\$200/page	\$684/page
Consultation on communications	\$180	\$70	\$120	n/a	n/a	n/a	\$1,200/day	\$500/day	\$740/day
Copyediting for businesses	\$125	\$25	\$61	n/a	n/a	n/a	\$4/page	\$2/page	\$3/page
Corporate histories	\$180	\$35	\$87	\$35,000	\$1,000	\$12,500	\$2/word	\$1/word	\$1.50/word
Corporate periodicals, editing	\$125	\$40	\$70	n/a	n/a	n/a	n/a	n/a	n/a
Corporate periodicals, writing	\$135	\$50	\$93	\$7,500	\$1,000	\$4,000	\$3/word	\$1/word	\$1.75/word
Corporate profile	\$180	\$65	\$102	n/a	n/a	n/a	\$2/word	\$1/word	\$1.50/word
Ghostwriting for business (usually trade magazine articles for business columns)	\$135	\$25	\$96	n/a	n/a	\$750	\$2/word n/a	50¢/word n/a	\$1/word \$500/day
Government writing	\$75	\$20	\$50	n/a	n/a	n/a	\$1/word	25¢/word	63¢/word
Grant proposal writing for nonprofits	\$150	\$43	\$96	\$3,000	\$500	\$1,767	n/a	n/a	n/a
Newsletters, desktop publishing/production	\$135	\$35	\$76	n/a	n/a	n/a	\$750/page	\$150/page	\$391/page
Newsletters, editing	\$100	\$30	\$63	n/a	n/a	\$3,600	\$230/page	\$150/page	\$185/page
Newsletters, writing ¹	\$125	\$30	\$82	\$5,000	\$800	\$2,000	\$5/word	\$1/word	\$2/word
Translation (commercial for government agencies, technical)	n/a	n/a	n/a	n/a	n/a	n/a	\$1.40/ target line	\$1/ target line	\$1.20/ target line
Computer, Scientific & Technical									
Computer-related manual writing	\$165	\$60	\$105	n/a	n/a	n/a	n/a	n/a	n/a

¹ Per project figures based on four-page newsletters.

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
E-mail copywriting	\$100	\$35	\$73	n/a	n/a	n/a	\$2/word	30¢/word	\$1.12/word
Medical and science editing	\$125	\$30	\$66	n/a	n/a	n/a	\$4/page	\$3/page	\$3.50/page
Medical and science proofreading	\$125	\$18	\$51	n/a	n/a	n/a	n/a	n/a	n/a
Medical and science writing	\$180	\$30	\$98	\$5,000	\$1,000	\$2,875	\$2/word	25¢/word	90¢/word
Online editing	\$110	\$30	\$58	n/a	n/a	n/a	\$4/page	\$3/page	\$3.50/page
Technical editing	\$100	\$33	\$72	n/a	n/a	n/a	n/a	n/a	n/a
Technical writing	\$125	\$30	\$84	n/a	n/a	n/a	n/a	n/a	n/a
Web page design	\$150	\$50	\$90	\$4,000	\$500	\$2,000	n/a	n/a	n/a
Web page editing	\$100	\$32	\$62	n/a	n/a	n/a	n/a	n/a	n/a
Web page writing	\$150	\$30	\$83	\$7,000	\$100	\$1,251	\$1.25/word	35¢/word	86¢/word
White Papers	\$135	\$45	\$107	n/a	n/a	n/a	n/a	n/a	n/a
Editorial/Design Packages¹									
Desktop publishing	\$125	\$20	\$57	\$2,500	\$800	\$1,650	\$150/page	\$35/page	\$92/page
Greeting card ideas	n/a	n/a	n/a	n/a	n/a	n/a	\$300/card	\$50/card	\$125/card
Photo brochures ²	\$75	\$65	\$70	\$15,000	\$400	\$4,913	n/a	n/a	n/a
Photo research	\$70	\$20	\$39	n/a	n/a	n/a	n/a	n/a	n/a
Photography (corporate-commercial)	n/a	n/a	n/a	n/a	n/a	n/a	\$2,500/day	\$1,000/day	\$2,000/day
Picture editing	\$100	\$40	\$70	n/a	n/a	n/a	\$65/picture	\$35/picture	\$45/picture
Slides/Overhead	\$100	\$50	\$55	\$2,500	\$500	\$1,000	\$90/slide	\$50/slide	\$63/slide
Educational & Literary Services									
Educational consulting and designing business/adult education courses	\$100	\$35	\$68	n/a	n/a	n/a	\$1,000/day	\$600/day	\$800/day

¹ For more information about photography rates, see *2007 Photographer's Market*.

² Per project figures based on 4 pages/8 photos

Beyond the Basics

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Educational grant and proposal writing	\$100	\$35	\$56	\$15,000	\$500	\$8,084	n/a	n/a	n/a
Manuscript evaluation for theses/ dissertations	\$100	\$15	\$38	\$1,500	\$200	\$500	n/a	n/a	n/a
Poetry manuscript critique	\$90	\$30	\$85	n/a	n/a	n/a	n/a	n/a	n/a
Presentations at national conventions (by well-known authors)	\$500	\$125	\$294	n/a	n/a	n/a	\$30,000/ event	\$1,000/ event	\$5,000/ event
Presentations at regional writers' conferences	n/a	n/a	n/a	n/a	n/a	n/a	\$1,000/ event	\$50/ event	\$336/ event
Presentations to local groups, librarians or teachers	n/a	n/a	n/a	n/a	n/a	n/a	\$400/event	\$50/event	\$228/event
Presentations to school classes (5-day visiting artists program)	n/a	n/a	n/a	n/a	n/a	n/a	\$3,400	\$2,500	\$2,750
Readings by poets, fiction writers (highest fees for celebrity writers)	n/a	n/a	n/a	n/a	n/a	n/a	\$3,000/event	\$50/event	\$200/event
Short story manuscript critique	\$115	\$35	\$72	n/a	n/a	n/a	\$175/story	\$50/story	\$115/story
Teaching college course/seminar (includes adult education)	\$125	\$35	\$84	\$5,000	\$550	\$2,502	\$550/day	\$150/day	\$367/day
Writers' workshops	\$220	\$30	\$75	n/a	n/a	n/a	\$4,400/event	\$250/event	\$1,663/event
Writing for scholarly journals	\$60	\$40	\$50	n/a	n/a	n/a	\$450/article	\$100/article	\$252/article
Magazines & Trade Journals¹									
Article manuscript critique	\$100	\$40	\$64	n/a	n/a	n/a	n/a	n/a	n/a
Arts reviewing	n/a	n/a	n/a	\$300	\$100	\$167	\$1/word	10¢/word	78¢/word
Book reviews	n/a	n/a	n/a	\$500	\$50	\$190	\$1/word	15¢/word	48¢/word
City magazine, calendar of events column	n/a	n/a	n/a	n/a	n/a	n/a	\$250/column n/a	\$50/column n/a	\$134/column 75¢/word
Consultation on magazine editorial	\$150	\$50	\$90	n/a	n/a	n/a	n/a	n/a	\$450/day

¹ For specific pay rate information for feature articles, columns/departments, fillers, etc., see individual market listings.

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Consumer magazine column	n/a	n/a	n/a	n/a	n/a	n/a	\$1.50/word \$2,500/column	37¢/word \$75/column	84¢/word \$717/column
Consumer magazine feature articles	n/a	n/a	n/a	\$11,700	\$100	\$2,993	\$3/word	14¢/word	\$1.28/word
Content editing	\$125	\$20	\$48	n/a	n/a	n/a	\$6,500/issue	\$2,000/issue	\$4,250/issue
Copyediting magazines	\$75	\$25	\$40	n/a	n/a	n/a	\$10/page	\$2.90/page	\$6.30/page
Fact checking	\$125	\$20	\$41	n/a	n/a	n/a	n/a	n/a	n/a
Ghostwriting articles (general)	\$200	\$50	\$100	\$3,500	\$1,100	\$2,088	\$2/word	60¢/word	\$1.08/word
Magazine research	\$50	\$20	\$37	n/a	n/a	n/a	\$500/item	\$100/item	\$225/item
Proofreading	\$75	\$20	\$34	n/a	n/a	n/a	n/a	n/a	n/a
Reprint fees	n/a	n/a	n/a	\$1,500	\$25	\$397	\$1.50/word	10¢/word	59¢/word
Rewriting	\$125	\$20	\$60	n/a	n/a	n/a	n/a	n/a	n/a
Trade journal column	\$70	\$35	\$56	n/a	n/a	n/a	\$1/word \$600/column	27¢/word \$250/column	78¢/word \$342/column
Trade journal feature article	\$100	\$44	\$75	\$2,000	\$150	\$962	\$3/word	17¢/word	95¢/word
Miscellaneous									
Cartoons (gag, plus illustration)	n/a	n/a	n/a	n/a	n/a	n/a	\$575	\$15	\$100
Comedy writing for nightclub entertainers	n/a	n/a	n/a	n/a	n/a	n/a	\$150/joke \$500/group	\$5/joke \$100/group	\$50/joke \$250/group
Craft projects with instructions	n/a	n/a	n/a	\$300	\$50	\$175	n/a	n/a	n/a
Encyclopedia articles	n/a	n/a	n/a	n/a	n/a	n/a	\$2,000/article 35¢/word	\$50/article 15¢/word	\$300/article 25¢/word
Family histories	\$80	\$30	\$65	\$30,000	\$7,000	\$17,400	n/a	n/a	n/a
Gagwriting for cartoonists	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	\$30/gag
Institutional history (church school)	n/a	n/a	\$50	n/a	n/a	n/a	\$125/page	\$75/page	\$100/page
Manuscript typing	n/a	n/a	\$20	n/a	n/a	n/a	\$3/page	\$1/page	\$1.27/page

Beyond the Basics

Beyond the Basics

	PER HOUR			PER PROJECT			OTHER		
	HIGH	LOW	AVG	HIGH	LOW	AVG	HIGH	LOW	AVG
Résumés	n/a	n/a	n/a	\$500	\$200	\$300	n/a	n/a	n/a
Writing contest judging ¹	n/a	n/a	\$50	\$250	\$0	\$55	\$20/entry	\$10/entry	\$15/entry
Newspapers									
Arts reviewing	n/a	n/a	n/a	\$200	\$15	\$93	60¢/word	10¢/word	37¢/word
Book reviews	n/a	n/a	n/a	\$200	\$15	\$98	60¢/word	25¢/word	40¢/word
Column, local	n/a	n/a	n/a	n/a	n/a	n/a	\$250/column	\$50/column	\$103/column
Copyediting	\$35	\$25	\$30	n/a	n/a	n/a	n/a	n/a	n/a
Editing/manuscript evaluation	n/a	n/a	\$35	n/a	n/a	n/a	n/a	n/a	n/a
Feature	n/a	n/a	n/a	\$1,000	\$75	\$338	\$1.50/word	10¢/word	54¢/word
Obituary copy	n/a	n/a	n/a	n/a	n/a	n/a	\$225/story	\$35/story	\$112/story
Proofreading	\$25	\$18	\$20	n/a	n/a	n/a	n/a	n/a	n/a
Reprints	n/a	n/a	n/a	\$300	\$50	\$163	n/a	n/a	n/a
Stringing	n/a	n/a	n/a	n/a	n/a	n/a	\$2,400/story	\$40/story	\$378/story
Syndicated column, self-promoted (rate depends on circulation)	n/a	n/a	n/a	n/a	n/a	n/a	\$35/insertion	\$4/insertion	\$8/insertion

¹ Some pay in gift certificates or books. Judging of finalists may be duty included in workshop speaker's fee.