

Ed Tittel Rate Sheet

White papers

Item	Rate
Writing Includes detailed outline Pages include two rounds of changes Per-page charges vary by topic and delivery schedule; page = final layout page Third+ rounds @ \$100/hour	\$500-\$600/page
Layout design/template creation Includes two rounds of changes Flat fee depends on complexity of design Third+ rounds @ \$100/hour	\$600-\$1,200 flat fee
Layout Includes proofing Includes two rounds of changes Price depends on complexity of layout (columns, endnotes, etc.) Third+ rounds @ \$100/hour	\$100-\$150/page
Fonts Cost of special client-requested fonts passed directly to client Font acquisition @ \$100/hour	
Artwork Illustration creation Cost based on level of difficulty Includes two rounds of changes Royalty-free figures Cost of royalty-free artwork passed directly to client Artwork acquisition @ \$50/hour	\$50-\$100/image

Tech briefs

Item	Rate
Tech brief package Two to four pages Includes outline, writing, layout in client Word or PPT template, proofing Includes two rounds of changes Includes up to three royalty-free images	\$800
Layout in InDesign Layout @ \$100/hour Includes two rounds of changes	

Webinars

Item	Rate
Webinar, long 25 to 30 minutes (live) 12 to 15 substantive PPT slides in client's template Includes two rounds of changes; third+ round @ \$100/hour	\$3,500
Webinar, short 15 to 20 minutes (live) 8 to 12 substantive PPT slides in client's template Includes two rounds of changes; third+ round @ \$100/hour	\$2,400
Artwork Royalty-free figures Cost of royalty-free artwork passed directly to client	
Template creation Includes two rounds of changes Third+ rounds @ \$100/hour	\$150-\$300

Blogging

Item	Rate
Blog writing Prices vary by length, topic, delivery dates and frequency (\$250 is typical for a 400-500 word blog, delivered once or twice weekly)	\$75-300/blog entry

Video

Item	Rate
Video shoot (live)	
Two- to three-minute video	
Studio time	\$150 hour
Script development (includes two rounds of changes; 3 rd + round @ \$100/hr; actual price depends on word count)	\$600 and up
Final price depends on length	
Demo or how-to video	
Includes detailed outline	See levels below
Video includes one round of changes	
Second+ rounds @ \$100/hour	
<i>Level 1</i>	
Minimal setup, 20 or fewer screens	\$500
Voiceover script	\$100
Video, script, and voiceover	\$1,200
<i>Level 2</i>	
Minimal setup, 21 to 30 screens	\$1,000
Voiceover script	\$150
Video, script, and voiceover	\$2,000
<i>Level 3</i>	
Moderate+ setup, 20 to 40 screens	\$1,500
Voiceover script	\$150-\$200
Video, script, and voiceover	\$2,800

Educational Materials

May include online courses, etc. Quotes provided upon request.

Custom Books

Includes print and/or eBooks. Recent topics covered include phishing attacks, network configuration and change management, optical networking, unified threat management, and more.

Item	Rate*
Interior book design Front/back matter, chapters	\$600-\$1,200 flat fee
Cover (front, back, spine) design	\$500-\$1,000 flat fee
Writing	\$40-\$60/page
Development edit	\$7/page
Tech editing	\$6-\$7/page
Copy editing Page = final layout page	\$6-\$7/page
Artwork Illustration creation Cost based on level of difficulty Royalty-free figures Cost of royalty-free artwork passed directly to client Artwork acquisition @ \$50/hour	\$50-\$100/image
Layout	\$10/page
Proofreading	\$4/page
Indexing	\$6-\$7/page
Project management	\$7/page
Miscellaneous services Acquisition of ISBN Library of Congress application Copyright application Note: Cost of fees associated with above items passed directly to client separate from hourly rate	\$50/hour
eBook PDF linking	\$40/hour
Conversion to Kindle, NOOK, or other eReader format Does not include linked index; will furnish for add'l charge Per-page rates: \$1/pg, 40 or fewer figures, tables, and other special elements \$1.50/pg, 41 to 60 figures, tables, and other special elements \$2/pg, 61+ figures, tables, and other special elements	\$200 flat fee plus per-page rate

* Page = final layout page