

BEYOND THE BASICS

# How Much Should I Charge?



by Lynn Wasnak

If you're a beginning freelance writer, or don't know many other freelancers, you may wonder how anyone manages to earn enough to eat and pay the rent by writing or performing a mix of writing-related tasks. Yet, smart full-time freelance writers and editors annually gross \$35,000 and up—sometimes up into the \$150,000-200,000 range. These top-earning freelancers rarely have names known to the general public. (Celebrity writers earn fees far beyond the rates cited in this survey.) But, year after year, they sustain themselves and their families on a freelance income, while maintaining control of their hours and their lives.

Such freelancers take writing and editing seriously—it's their business.

Periodically, they sit down and think about the earning potential of their work, and how they can make freelancing more profitable and fun. They know their numbers: what it costs to run their business; what hourly rate they require; how long a job will take. Unless there's a real bonus (a special clip, or a chance to try something new) these writers turn down work that doesn't meet the mark and replace it with a better-paying project.

If you don't know your numbers, take a few minutes to figure them out. Begin by choosing your target annual income—whether it's \$25,000 or \$100,000. Add in fixed expenses: social security, taxes, and office supplies. Don't forget health insurance and something for your retirement. Once you've determined your annual gross target, divide it by 1,000 billable hours—about 21 hours per week—to determine your target hourly rate.

Remember—this rate is flexible. You can continue doing low-paying work you love as long as you make up for the loss with more lucrative jobs. But you must monitor your rate of earning if you want to reach your goal. If you slip, remind yourself you're in charge. As a freelancer, you can raise prices, chase better-paying jobs, work extra hours, or adjust your spending.

"Sounds great," you may say. "But how do I come up with 1,000 billable hours each year? I'm lucky to find a writing-related job every month or two, and these pay a pittance."

That's where business attitude comes in: network, track your time, join professional organizations, and study the markets. Learn how to query, then query like mad. Take chances by reaching for the next level. Learn to negotiate for a fee you can live on—your plumber does! Then get it in writing.

You'll be surprised how far you can go, and how much you can earn, if you believe in your skills and act on your belief. The rates that follow are a guide to steer you in the right direction.

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This report is based on input from sales finalized in 2005 and 2006 only. The data is generated from voluntary surveys completed by members of numerous professional writers' and editors' organizations and specialty groups. We thank these responding groups, listed below, and their members for generously sharing information. If you would like to contribute your input, e-mail [lwasnak@fuse.net](mailto:lwasnak@fuse.net) for a survey.

## Organizations



For More Info

For more information on determining freelance pay rates, negotiating contracts, etc., you can visit the following organizations' Web sites. (*Editor's note: A special thank you to the members of the organizations listed below for their thoughtful responses to our survey.*)

- **American Literary Translators Association (ALTA):** [www.literarytranslators.org](http://www.literarytranslators.org)
- **American Medical Writers Association (AMWA):** [www.amwa.org](http://www.amwa.org)
- **American Society of Journalists & Authors (ASJA):** [www.asja.org](http://www.asja.org)
- **American Society of Media Photographers (ASMP):** [www.asmp.org](http://www.asmp.org)
- **American Society of Picture Professionals (ASPP):** [www.aspp.com](http://www.aspp.com)
- **American Translators Association (ATA):** [www.atanet.org](http://www.atanet.org)
- **Association of Independents in Radio (AIR):** [www.airmedia.org](http://www.airmedia.org)
- **Association of Personal Historians (APH):** [www.personalhistorians.org](http://www.personalhistorians.org)
- **The Cartoon Bank:** [www.cartoonbank.com](http://www.cartoonbank.com)
- **Editorial Freelancers Association (EFA):** [www.the-efa.org](http://www.the-efa.org)
- **Freelance Success (FLX):** [www.freelancesuccess.com](http://www.freelancesuccess.com)
- **International Association of Business Communicators (IABC):** [www.iabc.com](http://www.iabc.com)
- **Investigative Reporters & Editors (IRE):** [www.ire.org](http://www.ire.org)
- **Media Communicators Association International (MCA-I):** [www.mca-i.org](http://www.mca-i.org)
- **National Association of Science Writers (NASW):** [www.nasw.org](http://www.nasw.org)
- **National Cartoonists Society (NCS):** [www.reuben.org/main.asp](http://www.reuben.org/main.asp)
- **National Writers Union (NWU):** [www.nwu.org](http://www.nwu.org)
- **Society of Professional Journalists (SPJ):** [www.spj.org](http://www.spj.org)
- **Society for Technical Communication (STC):** [www.stc.org](http://www.stc.org)
- **Washington Independent Writers (WIW):** [www.washwriter.org](http://www.washwriter.org)
- **Women in Film (WIF):** [www.wif.org](http://www.wif.org)
- **Writer's Guild of America East (WGAE):** [www.wgae.org](http://www.wgae.org)
- **Writer's Guild of America West (WGA):** [www.wga.org](http://www.wga.org)

**Advertising, Copywriting & Public Relations**

|  | PER HOUR |      |      | PER PROJECT |         |         | OTHER                    |                        |                           |
|--|----------|------|------|-------------|---------|---------|--------------------------|------------------------|---------------------------|
|  | HIGH     | LOW  | AVG  | HIGH        | LOW     | AVG     | HIGH                     | LOW                    | AVG                       |
| 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<br>\$1,875/page | 75¢/word<br>\$300/page | \$1.92/word<br>\$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<br>\$1,200/page | \$1/word<br>\$200/page | \$1.50/word<br>\$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) <sup>1</sup>    | \$167    | \$43 | \$81 | \$10,000    | \$2,700 | \$5,480 | n/a                      | n/a                    | n/a                       |

<sup>1</sup> 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                |
| <b>Audiovisuals &amp; Electronic Communications</b>                 |          |       |       |             |          |          |                             |                             |                             |
| Book summaries (narrative synopsis) for film producers <sup>1</sup> | n/a      | n/a   | n/a   | n/a         | n/a      | n/a      | \$1,269/15 min<br>\$34/page | \$2,114/30 min<br>\$15/page | \$4,006/60 min<br>\$20/page |
| Business film scripts <sup>2</sup> (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                         |

<sup>1</sup> Other figures based on length of speech (min=minute).

<sup>2</sup> Run min=run minute.

## Beyond the Basics

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|   | 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 <sup>1</sup>                                  | \$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 <sup>2</sup>                                | \$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) <sup>3</sup>                            | n/a      | n/a  | n/a  | n/a         | n/a      | n/a      | \$500/run min       | \$100/run min     | \$300/run min     |
| <b>Book Publishing</b>  |          |      |      |             |          |          |                     |                   |                   |
| 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 <sup>1</sup>                        | \$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)<br>(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<br>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) <sup>2</sup>                           | 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 |
| <b>Business</b>  |          |      |      |             |         |          |            |           |             |
| Annual reports   | \$180    | \$45 | \$87 | \$15,000    | \$500   | \$6,147  | \$600/day  | \$400/day | \$494/day   |
| Associations and organizations<br>(writing for)              | \$125    | \$20 | \$68 | n/a         | n/a     | n/a      | \$400/day  | \$300/day | \$350/day   |
| Brochures, fliers,<br>booklets for business                  | \$150    | \$30 | \$86 | \$15,000    | \$300   | \$2,777  | \$2/word   | 35¢/word  | \$1.28/word |
| Business & sales letters                                     | \$150    | \$36 | \$81 | \$2,000     | \$150   | \$762    | \$800/page | \$50/page | \$387/page  |
| Business & government research                               | \$100    | \$35 | \$69 | n/a         | n/a     | n/a      | \$2/word   | \$1/word  | \$1.42/page |
|  |          |      |      |             |         |          | n/a        | n/a       | n/a         |

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

<sup>2</sup> Other figures in cents are per target word.

## Beyond the Basics

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|  | 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               | 50¢/word            | \$1/word<br>\$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 <sup>1</sup>  | \$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/<br>target line | \$1/<br>target line | \$1.20/<br>target line |
| <b>Computer, Scientific &amp; Technical</b>                                      |          |      |       |             |         |          |                        |                     |                        |
| Computer-related manual writing  | \$165    | \$60 | \$105 | n/a         | n/a     | n/a      | n/a                    | n/a                 | n/a                    |

<sup>1</sup> 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          |
| <b>Editorial/Design Packages<sup>1</sup></b>                          |          |      |       |             |         |         |              |              |              |
| 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 <sup>2</sup>  | \$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   |
| <b>Educational &amp; Literary Services</b>                            |          |      |       |             |         |         |              |              |              |
| Educational consulting and designing business/adult education courses | \$100    | \$35 | \$68  | n/a         | n/a     | n/a     | \$1,000/day  | \$600/day    | \$800/day    |

<sup>1</sup> For more information about photography rates, see 2007 Photographer's Market.

<sup>2</sup> 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 |
| <b>Magazines &amp; Trade Journals<sup>1</sup></b>                       |          |       |       |             |       |         |                |               |               |
| 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   | \$50/column   | \$134/column  |
| Consultation on magazine editorial                                      | \$150    | \$50  | \$90  | n/a         | n/a   | n/a     | n/a            | n/a           | 75¢/word      |
|   |          |       |       | n/a         | n/a   | n/a     | n/a            | n/a           | \$450/day     |

<sup>1</sup> 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<br>\$2,500/column | 37¢/word<br>\$75/column  | 84¢/word<br>\$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<br>\$600/column      | 27¢/word<br>\$250/column | 78¢/word<br>\$342/column  |
| Trade journal feature article             | \$100    | \$44 | \$75  | \$2,000     | \$150   | \$962    | \$3/word                      | 17¢/word                 | 95¢/word                  |
| <b>Miscellaneous</b>                      |          |      |       |             |         |          |                               |                          |                           |
| 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<br>\$500/group     | \$5/joke<br>\$100/group  | \$50/joke<br>\$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<br>35¢/word   | \$50/article<br>15¢/word | \$300/article<br>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      | \$1.25/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               |

|   | 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 <sup>1</sup>                              | n/a      | n/a  | \$50 | \$250       | \$0   | \$55  | \$20/entry     | \$10/entry    | \$15/entry    |
| <b>Newspapers</b>   |          |      |      |             |       |       |                |               |               |
| 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<br>(rate depends on circulation) | n/a      | n/a  | n/a  | n/a         | n/a   | n/a   | \$35/insertion | \$4/insertion | \$8/insertion |

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