

**Thank you for considering Gillikin Consulting Group as your partner for professional success.** This rate card identifies the current per-project or per-hour rates we typically charge. Actual quotes will vary based on the complexity of the project, volume agreements, and client history.

*We assess a standard kill fee of 33 percent of a fixed-fee contract, or 33 percent of usual and customary expected hourly charges. We do not work on specification. Initial consultations are offered at no charge. For small projects, a two-hour minimum generally applies. The customer will be billed for any material costs incurred unless otherwise arranged under contract.*

## Copywriting, Public Relations and Marketing

Ad design & copyproofing	\$80-\$100/hr
Advertorials	\$2/word or \$500/pg
Market/brand strategy development	\$90/hr
Event promotion and publicity	\$65/hr or \$500/day
Media-management services	\$75/hr or \$500/day
Speech writing and reviewing	\$65/hr or \$500/day
Political campaign communications	Negotiable

## Document/Information Services

Annual report development	\$90/hr
Brochure/flyer/booklet production	\$70/hr
Business/marketing planning	\$80/hr
In-house form/newsletter development	\$70/hr
Grant proposals & evaluation reports	\$100/hr
Writing coaching & resumes	\$50/hr

## Journalism, Writing and Content Editing

String news, reviews, columns	\$5/column inch
Sidebar development	\$50/item
Content editing and fact checking	\$45/hr
Style editing (AP/NYT stylebooks)	\$35/hr
Line editing	\$55/hr
Manuscript evaluation	\$30/hr
Investigative journalism	Negotiable
Web articles and blog posts	\$1/word

## Online Presence Management

Web design and site administration	\$80/hr
Web presence strategy development	\$90/hr
Web hosting	\$10/mo
Social media presence management	\$40/hr

## Electronic and Broadcast Communications

Radio/TV/podcast production support	\$75/hr
Script writing and editing	\$40/hr
Presentation design/review/development	\$40/hr

## Editorial and Publication Design/Production Support

Small publication design/production	\$70/hr
Image management & catalog support	\$55/hr
Newsletter and newspaper redesign	\$60/hr

## Ethics Services

Evaluation and action planning	\$75/hr
Consultation	\$50/hr
Training and coaching	\$50/hr

## Business Effectiveness Services

Project management (general)	\$65/hr
Metrics/dashboard development	\$100/hr
Lean/Six Sigma project mentoring	\$80/hr



*bright ideas. incandescent results.*

## FOR MORE INFORMATION

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