



Cambridge Technical Communicators

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Price List 2007

IMPORTANT:

Prices quoted are subject to change and will be confirmed after individual consultation to discuss your project requirements.

We can save you significantly on the costs of your project. All our projects offer:

- **Full transparency** – we are open and up-front about our charges, offering all our customers the same rates and client care standards
- **Flexible, modular approach** – only pay for the components you need
- **Comprehensive solutions** – reduce costs by using one service provider for your project management, design, copywriting, translation and print requirements
- **Competitive rates** – if you can find lower quotes from a reputable provider we will better their offer



Standard Rates

Prices below are subject to VAT.

Code	Item	Rate (£) per Hour
SHR-01	Standard technical writing rate	£35
SDR-01	Standard daily rate (8 hours)	£280 per day
AHR-01	Advanced hourly rate*	£50
ADR-01	Advanced daily rate	£375 per day
EDR-01	Editing and proof-reading hourly rate	£30
DR-100	Discount rate: (contact us for details)	£33
GDR-01	Graphic design and graphic editing (Visio, PaintShop) – diagrams, flowcharts, screen shots, simple images	£40
GDR-02	Graphic design – logos, photos, banners, brochures (PhotoShop, Illustrator, Quark or Corel Draw)	£60
WDR-01	Website design and coding	£40
PMR-01	Project management	£50
UIR-01	User Interface design	£50
TR-01	Translation (dependant on language)	Contact us for details
Special rates		
EWR-01	Emergency rate – weekends, holidays, late hours, or short-notice projects	£60
ITR-01	International travel (+ travel and accommodation expenses)	£50
LWR-01	Legal writing (including company formation documents, contracts, client letters)	£60

* Advanced rates apply where a project requires specialised skills, expertise or significant travel.

Price List

The following price list provides an estimate for a typical project. Prices are based on individual project requirements, determined after a consultation. Prices below are subject to VAT.

Code	Item	Price (£)
BR-001	Brochure/leaflet product description (copy only)	700
BR-500	Brochure copy, design and printing (500 copies)	1,800 – 2,000
WP-100	White papers	1,610
GD-100	User guides	12,320
HP-100	Online help	1,400
PR-100	Presentations	875
RP-100	Assessment reports	50
GD-200	Quick reference guide	3,500
MS-008	Small 5-8 page website or microsite design (not including copy-writing)	760

Refer to the sections on the next few pages for a breakdown of the listed prices.



Brochures

Copy-writing fee

Typical quote for a 2-4 page brochure, datasheet, leaflet or product description (not including print production)

£700 + VAT.

This is based on the following hourly estimation:

Item	Estimated Time (hrs)
Research/collecting info	3
Interviews (based on 1-2 interviews + additional phone calls)	1
Outline (headlines, organisation, bullets)	2
First draft	6
2 nd draft	4
Final version	2
Slogans, tag lines, captions/other	1
Layout review, editing and proofing	1
TOTAL	20 hours

£35 (copy writing rate) X 12 (estimated hours) = £700 + VAT

Graphic design

Professional template design, including imagery at no additional cost or royalties. Based on a double-sided 4-page design.

£600 – 800 + VAT

A simple datasheet or product description requiring a basic design:

Between £80 – 120 + VAT

Print production

250 copies = £450 +VAT (4 colour CMYK, process, 125gsm paper, gloss or matt)

500 copies = £500 + VAT

1,000 copies = £650 +VAT

** Printing and graphic costs are subject to change, based on external suppliers.





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TOTAL COST

Typical costs:

£1,800 - 2,000 + VAT

Includes:

Copy-writing: £700

Graphic design: £600-800

Printing (500 copies): £500

Prices are based on a typical 2-4 page brochure, with 150-200 words per page.

Case Study 1

BT commissioned a 6-page brochure template, which included the copywriting for an executive summary, business and operational overview and technical details. Total cost was £700.

Case Study 2

2PM Technologies requested a rewrite of two product brochures, at a cost of £600 per brochure.



White Papers

Typical quote for a 6-15 page marketing or technical white paper.

Item	Estimated Time (hrs)
Interviews (based on 3-4 interviews + additional phone calls)	4
Research, emails, collecting information	3
Outline (headlines, organisation, main points)	2
First draft	16
2 nd draft	8
3 rd draft	6
Final version	2
Graphics (depending also on the number of original graphics are required)	4 (add 1 hour for each additional original graphic)
Layout review, editing and proofing	1
TOTAL	46 hours

£35 X 46 (estimated hours) = £1,610 + VAT

Case Study 1

A white paper for an Optibase DVD product was included as part of a documentation project. Estimated cost for the white paper was £1,600.



Technical or End User Manual

Typical quote for a technical or end user manual of 60-70 pages, divided into 6-7 chapters. The following is an estimate only.

Item	Estimated Time (days)
Interviews (based on 3-4 interviews + additional phone calls – including project manager, product manager + 1-2 engineers)	2 day (16 hours)
Research/collecting info/ reviewing GUI.	2 day
Initial detailed outline	1 day
Sample first chapter	3 days
First draft of remaining chapters	3 days per chapter = 18 days for 6 chapters
2 nd draft	2 days per chapter = 12 days for 6 chapters
Miscellaneous chapters: Preface, Table of Contents (automatically generated), Index (using bookmarks), Glossary	2 days
Graphics and screen shots (based on 6 graphics for 6 chapters + screenshot capture and optimisation)	2 days
Final draft, including layout, editing and proofing and PDF/PostScript/HTML production	2 days
TOTAL (estimated for 60-70 page manual)	44 days

£280 (daily rate) X 44 (estimated days) = £12,320 + VAT

44 days spread across 9 weeks or two months.

TIP: Cost-effective options are available for projects that require multiple guides or documents. Contact us to discuss your requirements.

Case Study 1

Mobixell Networks commissioned an Administrator Guide and Quick Reference Guide for their Rich Media Centre product. Total cost for the project was under £10,000.

Case Study 2

3COM required a concept guide for a family of VPN SOHO products. The 226-page guide took 6 months to complete and cost around £22,000.



Online Help

Typical quote for an online help system with 40-50 topics.

This quote assumes that most of the text is already written in some format and requires only editing or updating for an online format.

Item	Estimated Time (hrs)
Interviews (based on 1-2 interviews + additional phone calls)	3
Research/collecting info (assuming that the material has already been written)/ reviewing GUI.	3
Initial outline and online help structure	2
Time per topic (between 1-2 A4 pages in length; all topics include headings, hyperlinks and "See Also" sections and editing/review of contents)	30 min per topic = (+/- 25 hrs for 50 topics)
Table of Contents	1
Index	1
Glossary	2
Graphics and graphic hotspots	1 (add 40 min-1 hour for each additional original graphic)
Layout review, editing and proofing (review hyperlinks and text, implementing corrections)	2
TOTAL (estimated for 50 topic help system)	40 hours

£35 (regular rate) X 40 (estimated hours) = £1,400 + VAT

NOTE: Prices for any substantial additional technical writing will be charged separately.

Case Study

IDCide Ltd needed an online help guide for their Internet Privacy product. Total cost of project including additional technical writing was £4,000.



Presentations

Typical quote for a 10-15 screen presentation.

Item	Estimated Time (hrs)
Interviews (based on two interviews + additional phone calls)	2
Research/collecting info	2
Outline (headlines, organisation, bullets)	1
First draft	8
2 nd draft	6
Final version	3
Graphics and dynamic animations	2
Layout review, editing and proofing	1
TOTAL	25 hours

£35 (regular rate) X 25 (estimated hours) = £875 + VAT

Case Study

BT commissioned two specialist presentations of 15-18 slides each to accompany the product brochures we had supplied. Cost per presentation was £700.



Small Website or Microsite

Typical quote for a 5-8 page website or micro-site, including the website design and copy-writing.

Website design and coding

Item	Estimated Time (hrs)
Interviews (based on two interviews + additional phone calls)	2
Site layout and navigation	4
Menus	2
Look and feel/branding	3
Website coding	4
Inclusion of graphics	4
TOTAL	19 hours

£40 (web design rate) X 19 (estimated hours) = £760 + VAT

Website copy-writing

Item	Estimated Time (hrs)
Research/collecting info	2
First draft of copy text	4
2 nd draft	3
Final version	2
TOTAL	11 hours

£35 (regular rate) X 11 (estimated hours) = £385 + VAT

TIP: Are you a small business, looking for a flexible and cost-effective website design? We offer a simple, low-cost design option. Contact us for details.

Case Study

The Economist Group commissioned a comprehensive set of user guides and supporting documents for their internal web developers. We included a microsite with search functionality to host their documentation as part of the overall project cost.





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Contact Us

Contact us to discuss your project. We can advise you on costs and an appropriate solution for your business.

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