



*Putting ink on paper
to bring your ideas to life!*

Z-ink provides writing, editing, and proofreading services for companies, entrepreneurs, and individuals. Past and current projects include the following:

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|----------------------|---------------------------|--------------------------------|
| Brochures | Annual reports | Programs |
| Marketing packages | Magazine articles | Advertisements |
| Press kits | Web sites | Speeches |
| Press releases | Video scripts | Workbooks |
| Event fliers | Radio scripts | Books – fiction and nonfiction |
| Proposal and reports | PowerPoint® presentations | Screenplays, stage plays |

Documents can be formatted in a variety of software. **Z-ink** can also provide inspired desktop publishing for business cards, newsletters, and other marketing materials. For more complex design needs, we have award-winning professionals to whom we can refer design work and coordinate the entire project for you.

Zuzana Urbanek, founder of **Z-ink**, has 25 years of experience in writing and editing, marketing and business communications, public relations, and consulting. She holds bachelor's degrees in English and Art, and a master's degree in English/adult education.

Writing & Editing Fees

Fees for the above services are negotiable and can be arranged in a number of ways, including:

- ♦ **Hourly rates**
- ♦ **Monthly retainer**
- ♦ **Per-project fee**

Standard hourly rates	
Writing	\$85 per hour*
Editing for clarity, coherence, grammar, etc.	\$60 per hour*
Proofreading	\$35 per hour*

* Rates for copy that is technical or specialized may be slightly higher. All rates include agreed-upon research or fact-checking, which increases time spent and is provided at the same rate. Rush service (less than 48 hours turnaround) is usually available and will be negotiated.

The time needed for projects may vary, of course, but every project is carefully tracked to give you the best value possible (**Z-ink** utilizes TRAXTIME software to log project time). For the best value and most predictable budgeting, a negotiated **monthly retainer** or **per-project fee** may be appropriate. However, if you prefer hourly billing, here are some examples of recent typical hourly projects, including what work was done and the number of hours billed for the project:

Sample hourly projects	
One-page flier for speaking engagement; information provided; desktop-published for easy duplication.	1 hour
Press release for company that won an industry award. Information provided; research done to find appropriate contacts at specified media sources; release mailed, emailed, faxed to all media.	2.5 hours
Proofreading 40-page technical white paper for market research company.	6 hours
Writing all stories and columns for a 4-page newsletter, with some information provided and other stories needing research; edited to client-specified length.	12 hours

Z-ink

*Writing & Editing, Proofreading
Education, Marketing Assistance*

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