

# Ed Tittel Rate Sheet

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## Expert Witness

Item	Rate
<b>Expert Witness Consulting, Reports, and Testimony</b> Consulting and testifying expert services for information technology industry, including patent and intellectual property litigation related to business-oriented software \$400-450/hour; daily rate for time away from home is \$4,000-4,500 (up to 10 hours per day, hourly rate resumes thereafter)	\$400-\$450/hour

## Articles

Item	Rate
<b>Article writing</b> Price varies by length, topic and delivery date; for example: <ul style="list-style-type: none"><li>• \$1/word minimum for a certification or similar article</li><li>• \$1.25/word minimum for a technology review</li></ul>	\$1/word and up

## Blogging

Item	Rate
<b>Blog writing</b> Prices vary by length, topic, delivery dates and frequency; rate negotiable for recurring or frequent blog assignments	\$1/word and up

## Consulting

Item	Rate
Non-expert-witness projects that aren't strictly writing or editing assignments  Examples: Advice on and plans for restructuring/revising a website or company collateral for better information flow and presentation; special IT technology projects	\$150/hour and up

## White Papers/Tech Briefs

Item	Rate
<b>Writing</b> Includes detailed outline Pages include two rounds of changes Per-page charges vary by topic and delivery schedule; page = final layout page Third+ round of changes @ \$100/hour	\$500-\$800/page

## Video

Item	Rate
<b>Video shoot (live)</b> Two- to three-minute video Studio time	\$150 hour
Script development (includes two rounds of changes; 3 <sup>rd</sup> + round of changes @ \$100/hour; actual price depends on word count)	\$600 and up
Final price depends on length	

## Webinars

Item	Rate
<b>Webinar, long</b> 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*
<b>Webinar, short</b> 15 to 20 minutes (live) 8 to 12 substantive PPT slides in client's template Includes two rounds of changes; third+ round @ \$100/hour	\$2,500
<b>Artwork</b> Royalty-free figures Cost of royalty-free artwork passed directly to client	

\* Cost negotiable for multi-session webinars or those that run longer than 30 minutes

## 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
<b>Writer's template (creation)</b> Includes two rounds of changes Third+ rounds @ \$100/hour	\$300-\$500
<b>Style guide creation</b>	\$200-\$350
<b>Writing</b>	\$90-\$125/page
<b>Developmental edit</b>	\$8-\$10/page
<b>Tech editing</b>	\$6-\$8/page
<b>Copy editing</b>	\$6-\$8/page
<b>Project management</b>	\$60/hour
<b>Miscellaneous services</b> <b>Acquisition of ISBN</b> Library of Congress application Copyright application <b>Note:</b> Cost of fees associated with above items passed directly to client separate from hourly rate	\$60/hour
<b>Conversion to Kindle, NOOK, or other eBook format</b>	TBD (outsourced)

## Educational Materials

May include on-ground and online courses, tutorials, testbanks, content maps, and similar products. Quotes provided upon request.