



Pricing Tables – Desktop Services, 7th edition

\$59.95 USD for printed hard copy

\$48 USD for e-mailed PDF copy

Shows typical and average prices in charts & tables.

292 pages, indexed

We Normally Ship Within 24 Hours Of Payment

"Your Pricing Tables book is one of the best business tools I've ever purchased, and I can't tell you enough the difference it has made in my business. Great job!"

– M. Habernicht, Kaleidoscopic, Charlotte, NC

Here's what service providers are charging!

The most comprehensive pricing reference on desktop computer services ever assembled. Lists the typical, average, range, and sample prices. Covers consulting, writing, editing, proofreading, transcription, translation, conversion, scanning, graphic design, DTP layout, prepress, finishing, multimedia, Web site design and more. Thousands of current prices. These books are THE industry favorites for determining competitor pricing and identifying new potential profit centers to consider. Buyers use these books to validate the prices they are being quoted for outsourced work. Sold by the region — California, Canada, Mid Atlantic, Mountain, New England, North Central, Pacific, South Atlantic, and South Central. Each book shows what others are charging in a specific geographical area.

Now you don't have to spend countless hours trying to find out what competitors are charging. It's in the book!

"Thanks so much! The timing is perfect. I spent yesterday writing a proposal with estimate for a local magazine, and this had confirmed the pricing I have, and given me the confidence for a meeting discussing pricing. This is GREAT!"

– G Randall, GAPcom Graphic Design

The Facts

- o Buyers of desktop computer services need to validate prices quoted to them
- o Sellers of desktop computer services need to know the “going rate” in their area
- o Getting competitors to share prices is difficult and time-consuming
- o Showing clients prices compiled by an independent third party gives your rates credibility

The Opportunity

- o An independent pricing analysis has already been done for you
- o We've been doing pricing research for over 12 years
- o Our tables make it easy for you to validate your own prices
- o Now you can ballpark desktop computer service projects
- o And discover other services that you may want to offer
- o This reference book shows what others are charging
- o And the rates are current to 2002

Regional Pricing Tables: Desktop Services

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– M. Habernicht, Kaleidoscopic, Charlotte, NC

"Just received the Seventh Edition of the Pricing Tables for South Central. The 300 pages are crammed with highly useful information."

– Slayton Shaw, (new entrepreneur), Enterprise, AL

"Brenner Books puts out a great set of pricing guides for desktop computer services and digital video is right there with them. This product comes highly recommended and should be used as a professional consulting guide to advise your prospective clients as well as a solid basis for explaining to your clients why you charge them what you do."

– Aron Noll, writing a Digital Video Expo review that appeared in "Computer Bits" magazine.

"I wanted to let you know how valuable I find your pricing guides and pricing tables. Not only have they helped me justify a significant increase in my pricing structure, but they have also encouraged me to create a far more detailed and structured business and marketing plan for my business. I can already see the difference that this is making and know that your advice and services have made a significant contribution to my future success. Thanks for providing such an invaluable resource to designers."

– Kevin Burk, Burk Design Group

"I really like the 3-ring binder format. [It's] well written, easy to understand and carefully organized to make sense out of an enormous amount of info."

– Louise Oliver, Questers Advisory Group, Aurora, CO

"This is an invaluable tool for those who need a 'reality check' on pricing and what's happening in the market."

– Marc Hlavaty Design & Illustration, San Bernardino, CA

"Excellent reference! Very thorough tables."

– L. Bondarevich, Turner Word Services, Edmonton, Alberta, CANADA

"This is a good compilation and presentation of information. Well worth the price."
– Doug Hoiles, Technical Publishing Services, Acampo, CA

"It's a valuable resource for my business. I refer to it regularly to determine if my estimates are in line with other providers."
– Joseph Waler, Abbey Court Publications, Valley View, OH

"I thought the breakdown of categories was thorough and representative of what we do. This is a much needed tool for me to sort out all the jobs and their prices. I also like the loose-leaf notebook concept."
– Dee Gallo, Morley Graphics, Canton, NY

"[It's] affordable for the small business - that is very important to me as a new start-up home-based business."
– Edith Jenner, Meerkat Graphics, Waterville, OH

"[Make it] leather bound, gold leaf, because this is first class."
– Linda Miles, Extra Mile Writing Services, San Diego, CA

"The pricing tables are very very good!"
– Dr. Yiannis Michopoulos, Golden Media Company

"They [Pricing Guide and Pricing Tables] are both excellent and a true blessing for this DTPer in her new business venture."
– Erika Meszaros, A Graphic Image, Orlando, FL

"I love the books [Pricing Guide and Pricing Tables]; they are very helpful."
– Janet Tyrrell, Tyrrell Creative Services