

which media package for your brand?

MEDIA MAX

Established brands wanting to strengthen the corporate message

\$4,000.00 a month for 42+ hours of client service* including:

- 8+ themes to be pitched
- 25+ media outlet targets
- Your choice of four Side Dishes
- 20 percent discount on Projects

MEDIA PRO

Growing brands with a pipeline of news and/or news themes

\$3,250.00 a month for 30-42 hours of client service* including:

- 5-7 themes to be pitched
- 15-25 media outlets
- Your choice of three Side Dishes
- 10 percent discount on Projects

MEDIA EXPRESS

Start-up brands needing to generate leads with a few news themes

\$2,500.00 a month for 20-30 hours of client service* including:

- 3-5 themes to be pitched
- 10-15 media outlets
- Your choice of two Side Dishes

MEDIA MINI

One or two stories from a Press Release or your expertise

\$750 per 90 days

- 1 theme to be pitched
- Reactive and post-script pitching

*Client service includes strategy, pitch development, media list development, press release writing and distribution, development of customer/franchisee case studies, editorial calendar research, proactive media pitching, interview coordination, monitoring and a monthly Activity Report which summarizes our pitching efforts and other initiatives throughout a month.

Select Your Side Dishes

- Assistance writing monthly or quarterly newsletter or similar communication
- Social media support including MySpace and YouTube
- Bylined article topic development, pitching and coordination (ghost writer fees additional)
- Speaking opportunities including research of events, abstract development
- Award opportunities including research of possible awards, nomination submissions
- Advertising placements including copywriting and media buy coordination (graphic design fees & ad rates additional)
- Tradeshow support for two events per year including coordinating informal meetings with media registered to attend

PR Projects

• **PR-in-a-Box** is a slew of ideas in booklet form for franchisees to garner local PR \$750

• **Media Protocol** is your company's step-by-step procedural guide on what to do and say when the media makes contact with someone in your company \$750

• **Crisis Communications Manual** is your company's step-by-step guide on how corporate and franchisees deal with the media and the public immediately following a crisis \$3,250

• **Media Training** transforms your corporate executives from uneasiness to complete control when interviewed by the media. Price includes sessions for 1-2 executives, 4 hours \$750 plus travel expenses

• **Corporate Messaging** ensures what is being said about your company – in media interviews, on your Web site, in brochures, etc. – is consistent and resonates with your target audience \$1,250

• **Media Training and Corporate Messaging Combo** – \$1,500 plus travel expenses

• **Outward-facing marketing analysis of four competitors** ensures you are differentiating your marketing messages from your top four competitors \$750

• **Video production/still photography** by Emmy-award winning Bage Anderson is priced per project plus travel expenses

Pricing on the above PR Projects will not increase before December 31, 2009...we promise.

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