

## Fee Schedule for Public Relations Activities

<u>Item</u>	<u>Description</u>	<u>Benefits</u>	<u>Price</u>
<b>Press Release</b>	Includes brief phone or e-mail interview to obtain information and a one-page press release.	<ul style="list-style-type: none"> <li>Save time, hassle and avoid embarrassment.</li> <li>Receive a well-written press release that conveys your key message fast and cost-effectively.</li> </ul>	\$300.00
<b>Press release with online distribution</b>	Includes brief phone or e-mail interview to obtain information and a one-page press release.  Press release will then be posted online via the appropriate press-release distribution service.	<ul style="list-style-type: none"> <li>Announce your message to a vast audience quickly and cost-effectively.</li> <li>Save time, hassle and embarrassment.</li> <li>Receive a well-written press release that conveys your key message fast.</li> <li>We will also take care of sending it to the appropriate distribution option (PR Web, PR Newswire, BusinessWire and/or other targeted, online venues/sites).</li> </ul>	\$350.00 Plus an additional distribution cost starting at \$40.00 and depending on your choice of distribution options.
<b>Newsletter</b>	Includes brief phone or e-mail interview to discuss your goals, complete template set up, and copy written specific to your needs.	<ul style="list-style-type: none"> <li>How do you stay in touch with your customers and get the interest of potential, new customers on a regular basis?</li> <li>By providing valuable information on a regular basis, your customers will keep coming back.</li> <li>More importantly, they can easily share your information with their friends to help build buzz.</li> <li>By offering a regular newsletter, you'll be able to market your services and communicate with your key customers quickly, easily and cost-effectively.</li> </ul>	Starts at \$1,000.00 depending on the length, research and amount of writing necessary
<b>Blog</b>	Includes brief phone or e-mail interview to discuss your goals. You receive a blog template and copy is written specific to your needs.	<ul style="list-style-type: none"> <li>Are you using the latest social technologies to build buzz about your business and share important information?</li> <li>With a blog, you'll be able to share current information with important customers, learn about your target market and increase business awareness online.</li> <li>We'll help get your blog going to take advantage of this great opportunity. It's easy, and you'll be able to talk to your customers and learn more about the people who are most important to your business success!</li> </ul>	Starts at \$1,000.00 depending on the length, research and amount of writing necessary

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<p><b>Print Media Kit</b></p>	<p>Includes brief phone or e-mail interview to obtain information and a five to eight page media kit depending on the specific needs of your business.</p>	<ul style="list-style-type: none"> <li>• When reporters ask for information about your business, what do you send them?</li> <li>• If you don't have a professional media kit ready to go, you may miss out on some great media opportunities.</li> <li>• After obtaining the appropriate information, photos and stats about your business, we will create a complete media kit for you to share with pertinent reporters, editors and producers.</li> <li>• You can also use the kit in your marketing efforts to entice new advertisers, sponsors and investors to come on board.</li> <li>• You will receive a final media-kit file for your print needs.</li> </ul>	<p>\$1,500.00</p>
<p><b>Online Media Kit</b></p>	<p>Includes brief phone or e-mail interview to obtain information and a five to eight page media kit depending on the specific needs of your business.</p> <p>Also includes appropriate links to specific to your website.</p>	<ul style="list-style-type: none"> <li>• When reporters visit your website, are they getting the information they need about your business at any time?</li> <li>• If you don't provide access to this information, reporters on a tight budget will go elsewhere.</li> <li>• Don't lose a great media mention to your competition! Post a current media kit on your site as soon as possible.</li> <li>• After obtaining the appropriate information, photos and stats about your business, we will create a complete media kit for your website in PDF format. This will include pertinent links specifically for online use.</li> <li>• With your finished online media kit, you can share your information with pertinent reporters, editors and producers simply by sharing a link to the online kit.</li> <li>• You'll save on printing and shipping costs. Plus, you can also use the kit in your marketing efforts to entice new advertisers, sponsors and investors to come on board.</li> </ul>	<p>\$2,000.00</p>

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<b>Online Newsroom</b>	<p>Includes brief phone or e-mail interview to obtain information, 3 to 5 pages of copy for your online newsroom pertinent to your business goals, products and services, and a five to eight page online media kit depending on the specific needs of your business.</p>	<ul style="list-style-type: none"> <li>• If you don't have an online media kit or newsroom, how can reporters get the information they need to talk about your business at any time?</li> <li>• By having an online newsroom that includes the key messages and information about your team's leaders, products and services, you'll save time, money and effort in garnering media attention.</li> <li>• Plus, you can prepare this space to provide key information during critical times to media members and your customers and investors.</li> </ul>	<p>\$3,500.00</p>
<b>Targeted Pitching and Consulting</b>	<p>Your message will be crafted and pitched to the appropriate media members on an individual basis.</p> <p>Plus, we will pursue all media opportunities possible to help your business flourish.</p>	<ul style="list-style-type: none"> <li>• This is the best way to receive top, media mentions. If you don't have time to manage your PR efforts, we can take care of everything for you!</li> <li>• After communicating with you to discuss your needs, we will conduct appropriate research, prepare a pitching plan and contact the right media members with your stories, news and announcements.</li> <li>• We will also pursue the appropriate writing opportunities, awards, events, and more.</li> </ul>	<p>Annual contracts starting at \$3,500.00 per month</p>
<b>PR Plan</b>	<p>Includes an extended phone interview to obtain information and a complete PR Plan unique to your needs with:</p> <ul style="list-style-type: none"> <li>• Information on pertinent print, television, radio, and online story angles, activities, etc. to share with specific media-members;</li> <li>• Information on targeted, media venues and reporters pertinent to your business;</li> <li>• Data on appropriate events, speaking engagements, awards, etc. to help increase brand awareness;</li> </ul>	<ul style="list-style-type: none"> <li>• Get all the information you need for do-it-yourself PR efforts.</li> <li>• Use the "power of the press" to increase sales, awareness and credibility.</li> <li>• Save time and money. You'll know who to contact, what to say and the various activities you need to take advantage of all media opportunities possible.</li> <li>• Note that this is a unique plan created specifically for your business and targeted goals.</li> </ul>	<p>\$5,000.00</p>

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<p><b>PR Plan Continued...</b></p>	<ul style="list-style-type: none"> <li>Information on specific content to help increase brand awareness;</li> <li>Activity timelines for publicity and writing efforts; and</li> <li>Additional information specific to your business goals.</li> </ul> <p>This PR Plan is unique to your specific business and publicity goals.</p> <p>It includes the pertinent information and steps necessary for you to successfully manage your own public relations efforts for the year.</p>		
<p><b>PR Writing – Articles, Reports, Books, Surveys, White Papers, Case Studies, etc.</b></p>	<p>Includes brief phone or e-mail interview to discuss your goals. And copy is written specific to your needs.</p>	<ul style="list-style-type: none"> <li>By providing media members, customers, potential investors, and other key audiences with the appropriate written materials, you can increase credibility, loyalty and sales.</li> <li>However, this can be very time-consuming so let us handle your writing for you! Tell us what you need and when, and we'll work with you to create written materials that meet your specific goals and budget!</li> </ul>	<p>Starts at \$1.00 per word and depends on length, deadline, necessary research, and other key factors</p>
<p>Do you need copy written for your website that will help increase sales? <a href="#">Please see link to copywriting services.</a></p>			