



**Strategic Communications, LLC – www.stratcommunications.com
PR Services and Fee Structure**

Choose from flat fee or results-based options. Fees for services as described above, plus any pre-approved out-of-pocket expenses (e.g. use of press release distribution services, etc.).

Flat Fee (Monthly)

| Services | Fee |
|---|--------------|
| Monitor and respond to journalists’ requests for sources through journalists’ news services (e.g. ProfNet, HARO), and social media (e.g. LinkedIn, Twitter). | \$500/mo. |
| Monitor and respond to journalists’ requests for sources through journalists’ news services (e.g. ProfNet, HARO), and social media (e.g. LinkedIn, Twitter). Develop target lists – proactively approach editors to pitch stories/interview opportunities. | \$1000/mo. |
| Creation and distribution of columns/articles* | \$150/column |
| Creation and distribution of news releases* | \$75/release |
| All services as outlined under “methodology” | \$1500/mo. |

*plus any pre-approved expenses

Results-Based (includes all services as outlined under methodology)

| Tier/Service | Fee | Description |
|---|------------|--|
| 1) Major national general consumer (publications, TV) | \$1,000 | Tier I outlets: Any major general consumer publication or news network coverage – e.g. ABC, NBC, CBS, Fox |
| 2) Other major, including major national newspapers | \$600 | Tier II outlets: Other major national news/consumer publications – see link. (http://nyjobsources.com/magazines.html) Any of the magazines on this list are considered to be in Tier 2, along with the Wall St. Journal, USA Today and the NY Times. |
| 3) Non-major general consumer publications | \$400 | Tier III outlets: other high-circulation newspapers from link above, as well as publications that are not on the Top 100 |

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| | | magazine list, but are still major magazines in a particular field (to be determined in collaboration with client). |
| 4) Association/trade pubs or state pubs | \$200 | Tier IV outlets: e.g. state-based publications; association-based/trade publications (to be determined in collaboration with client). |
| 5) Local – small to mid-size local media markets | \$100 | Tier V outlets: local newspapers (non-major), local TV/radio, etc. |
| 6) All other | \$50 | Blog placements, small distribution newsletters, etc. |
| Media Lists | \$15 per contact | Available upon termination of agreement, if requested. Excel file with all contact details and pertinent notes. |
| Creation and distribution of columns/articles* | \$150/column | Additional fee should client request the creation of bylined articles/columns to be written on their behalf. Applicable distribution charges (e.g. list rental/distribution fees/postage/printing, etc., would apply but would be discussed and approved in advance). |
| Creation and distribution of news releases.* | \$75/release | Additional fee should client request the creation of special news releases. Applicable distribution charges (e.g. list rental/distribution fees/postage/printing, etc., would apply but would be discussed and approved in advance). |
| *NOTE: This would not include the creation of any email pitches or related materials used in the general pitching to the media as described above. | | |

The Tier descriptions above are general and intended to provide some sense of the value of the different levels; these descriptions would be modified based on individual client needs/target markets.

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