

## Heather Parish Publicity Services - Pricing List

**COFFEE CONSULTATION** - \$25.00. 1 hour in-person, phone, or Skype session reviewing your basic PR options, approaches, ideas, discussing how I can help, or organizing what you can do yourself. If you elect to proceed with more of our services within four months of your consultation, your fee will be credited to your first invoice.

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**A LA CARTE SERVICES** - Using the basic concepts, information, and imagery you provide, I will create cohesive, professional content for your publicity needs. Only what you need. When you need it.

### PRESS RELEASES

- Gathering information and copywriting - \$75
  - Formatting and Editing - \$25
  - Mailout to media list and follow ups - \$50
- Full Press Release Treatment - \$125

### E- NEWSLETTER

- Copywriting - \$50
  - Setup, linking and scheduling in mail program - \$50
- Full E-Newsletter Treatment - \$100

### SOCIAL MEDIA MANAGEMENT

- Facebook and Twitter management - \$150 per month (Facebook: 2 standard posts per week, plus retweets and shares, media hit links, interaction management, FB event set up and management. Includes 2 strategically boosted posts on Facebook each month. Twitter: 5 posts per week strategically timed and scheduled in advance.
- Facebook and Twitter Ads - writing, set up and management. \$35 + cost of ad.

Add ons:

- Instagram: \$50 per month - 5-7 posts using your raw images, plus occasional shared content as needed.
- Pinterest: \$50 per month - 5-7 posts plus on-target shared pins
- Linked In: \$30 per month - 3 updates per month, copywriting for your company profile (or one time fill out of LinkedIn Page for \$30)

Facebook Event Set Up: \$30 each event.

- Copywriting full description with complete information for your event, giving your invitees the information they need in one place.

### TARGETED MEDIA LIST

- Research and compile list of media tailored for your event or organization.
- 10 local media contacts (A "Must List") - \$40
- 20 local and regional contacts - \$50
- 20-30 regional and national contacts - \$75

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**GENERAL COPYWRITING:** \$25.00 for every 250 words

- For Brochures
- For Websites
- For Programs
- For Handbills

**ELECTRONIC MEDIA KIT** - \$175.00 A detailed (2-3 pages) and well-formatted presentation of your bio, company background, fact-sheet, photos, reviews, basic press release, and more.

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**PACKAGES: Great rates if you know you want a little more “oomph”!**

**STARTER PACKAGE:** \$150.00

Includes:

- Coffee-Consult
- Basic Press Release
- 5-10 local media contacts
- E-mail or phone follow up on press release sent
- 500 words of Basic website copy on your event, if needed.

**WORD-OUT PACKAGE:** \$250.00

- Coffee Consult
- Press Release and Electronic Media Kit
- 10-20 Media contacts
- Email or phone follow ups to media contacts
- Basic Social Media Set Up - 1 month - Facebook and Twitter. 10 Facebook Posts scheduled over one month, 1 Facebook Event Page. 20 Tweets scheduled over 1 month.

**SPECIALTY QUOTE:**

If you'd prefer to have a more flexible selection of services, I will happily work up a quote after speaking with you during a Coffee Consultation.

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**TIMING! Please note:**

Information sent to the media and out into the world must be sent well in advance of events and take time to prepare. Most of these items will need a minimum of 6 weeks in advance of the event to prepare. 8 - 12 weeks is preferable for high quality and planning.

**RUSH FEE:** If you have a time crunch, Rush Fees will be charged.

Less than 6 weeks notice of event- additional \$40.

Less than 4 weeks notice of event- additional \$60.

Less than 2 weeks notice of event- may I recommend a Coffee Consult for some last-minute ideas?