



Service & Price List

213-785-8835
Info@PR-123.com

Media Lead-Finding & Pitching

DIY Package – \$159/month / \$1,717 annual

We research and find matched media opportunities and send them daily to the Do-It-Yourself client. Includes weekly PR tips delivered via email to help the client polish and professionalize his interactions with the media.

Pitch Package - \$399/month / \$4,309 annual

We research, match, and pitch media opportunities, and provide independently prepared quarterly media monitoring reports which compute the value of all media placements obtained. On a biannual basis, we conduct a thorough review of the media coverage that has been garnered for the client over the prior six months, and schedule a consultation call to discuss the results. If the cumulative value of media coverage obtained hasn't exceeded at least double our PR-123 fees, we'll plan and mount a media campaign for the PITCH client at no additional charge during the next biannual period to help boost media awareness and interest.

Campaign Package - \$499/month / \$5,389 annual

We research, match, pitch, and provide quarterly monitoring reports - and in addition, we will create and execute one full media campaign, a \$2,500 value, during every 12-month period of PR-123 service. If the cumulative value of media coverage obtained hasn't exceeded at least double our PR-123 fees, we'll add a second campaign to the one already guaranteed by the contract, at no additional charge.





Media- Related Service Add-ons

Pitch Audit & Edit Service - \$89 per pitch / \$78 for DIY clients

This is especially useful for the DIY Client. We analyze your current pitch, audit it for presentation and impact, and edit it for perfect grammar, spelling, and adherence to best practices.

Press Release Creation - \$199 per release / \$182 for PITCH and CAMPAIGN clients

We draft and properly format your press release and SEO-optimize it. We deliver it to you in Word and PDF versions, ready for your distribution.

Wire Distribution - \$995 per distribution / \$895 for PITCH and CAMPAIGN clients

We release your press release nationally via wire service, using PR Newswire, the most respected wire distribution service in the industry.

Media Monitoring & Analysis - \$129 monthly / \$109 for DIY clients

This service can be added by DIY Clients, or offered free-standing to non-PR-123 clients. Reports generated monthly.

Media Campaign - \$2,500 per campaign / \$1,850 for PITCH clients / FREE (once per year) for CAMPAIGN clients

Using industry insider research, we compile a targeted list of media contacts, draft and refine your pitch or news release, disseminate it via one-to-one emails to each contact, conduct email and phone follow-up, and track results.





Social Media Set-up & Maintenance

Blog setup & design - \$750

Includes establishing a hosting account for the client, designing the blog, adding one or more sidebars with buttons such as search, share, RSS, signup, and archives, and verifying the blog with Google, Yahoo, and Bing.

Blog maintenance (formatting and uploading posts) - \$295/month for weekly blog; \$525/month for twice-a-week blogs

Includes editing copy for grammar and spelling, preparing images for upload, formatting, adding tags and categories, and scheduling publication. We also periodically check the blogs we service for spam comments which can slow down blog performance.

E-newsletter setup & design - \$425

Includes establishing an email campaign account for you, or adding you to our account, designing your newsletter, uploading your permission-based email lists, and providing you with code snippets to add "sign up for our mailing list" buttons to your website or blog.

E-newsletter maintenance (formatting, uploading, and sending to your lists) - \$395/month for once a month; \$675/month for twice a month

Includes editing content for grammar, spelling, and impact, preparing images for upload, formatting, deploying at the time you request to the lists you specify, and a monthly report detailing how many recipients opened your email(s) and how many clicked through to your linked sites or pages.





Tweeting - \$135/month; or \$115/month when combined with twice-a-week blog maintenance

Especially useful for newsletter and blog clients, we copy write and post tweets to promote your blog or newsletter 2 times a day, 7 days a week, using ad-writing expertise tempered with a personal touch and tailored to carry your own voice or brand forward.

Facebook Custom Page Design - \$675

We design a custom Facebook page using logo, color palette, and other design elements to complement your official website, and make it the landing page for your Facebook business page. Includes clickable links to specific web pages that you specify.

Craigslist - \$125 to set up; \$120/month thereafter

We draft 12 unique ads promoting your products, website, or service, and then post 3 ads a day, 5 days a week on Craigslist, rotating on a consistent schedule through the top 100 metro areas in the USA.

Website analysis - \$295

We analyze your website for design consistency, navigability, clarity of call-to-action elements, basic SEO optimization, and adherence to best practices. You are provided with a report showing our results and a suggested plan for improvement.

Our Popular “Blog, Tweet & Email” Package - \$1,095/month

Let us take care of this time-consuming trio of social media activities, and make sure they're done with style and impact, and on a consistent schedule. Blogging, tweeting and emailing together in a coordinated game plan are proven to drive traffic to your website or blog – but it's hard for a business owner to perform these social media functions well, and on schedule. Lay down your plow – we'll take it up! When you sign up for our package, we'll edit, upload, format, and publish your blog posts twice a week - tweet about them twice a day, seven days a week - and create and distribute a polished e-newsletter to your mailing list two times a month. Save over \$200 monthly with this fantastic package deal.

