



Media Kit Creation

Customized Media Kit \$1,000-\$2,000.00

Package Includes:

- Premium Press Release Package
- Premium FAQ Page Package
- About Us Page
- Customized Informational Pages

Premium Press Release Package Includes:

- Phone Interviews
 - Interviews for subject matter and quoting material with client-identified content providers.
- Client Teleconference
 - Conference call to determine direction and tone of the final product
- Initial Draft Review
 - Client will be provided initial draft for review. Conference call will be held to discuss changes or additions to the final piece.
- Final Draft Review
 - Client will be provided final draft with changes from Initial Draft Review. Client has the option to make any other changes prior to the delivery of the final draft.
- Press Release Delivery
 - Press Release is delivered to client in electronic form (.pdf and Word 2007) for distribution. Once client takes possession of the final document, the client has the right to make changes and distribute as needed.

Premium FAQ Page Package Includes:

- Interviews
 - Interviews and/or questionnaire completion with Subject Matter Experts as identified by client to create and answer questions.
- Client Teleconference
 - Conference call to review FAQs and approve both question and answer content.
- Final Draft Review
 - Client will be provided with FAQs to review prior to the conference call. Conference will discuss style, content, and changes to be made before final delivery.
- FAQ Delivery
 - FAQ sheet will be delivered in electronic form (.pdf and Word 2007) for distribution. Once client takes possession of the final document, the client has the right to make changes and distribute as needed.



About Us Page

- Teleconference
 - Interview with client to review previous marketing documentation and organization history.
- Formal Draft Review
 - Client will be provided Formal Draft for review. Conference call will be held to discuss changes or additions to the final piece.
- About Us Page Delivery
 - About Us Page will be delivered in electronic format (.pdf and Word 2007) for distribution. Once client has taken possession of the document, the client has the right to make changes and distribute as needed.

Informational Pages

- Teleconference
 - Conference call with client to determine content for the informational pages to be included with the press kit.
- Research Review
 - Review of client provided research (i.e. memos, internal papers, etc.) to create necessary informational pages.
- Copy Platform Review
 - Client will be provided outline of informational pages for review prior to conference call. Conference call will be held to review outline and make changes to content prior to creation of the final documents.
- Initial Draft Review
 - Client will be provided initial draft for review prior to conference call. Conference call will be held to discuss content and necessary changes prior to delivery of final product.
- Formal Draft Review
 - Client will be provided the changes from the Initial Draft for review. Conference call will be held to discuss changes or additions to the final piece.
- Informational Pages Delivery
 - Informational Pages will be delivered in electronic format (.pdf and Word 2007) for distribution. Once client has taken possession of the document, the client has the right to make changes and distribute as needed.

Optional Services

Media Statement Creation for News Conference\$100.00

- Includes interview with client to determine key content points and delivery of final product for use during the News Conference.

Media Question and Answer Preparation \$80.00/hr

- Includes conference call with spokesperson to review key content points and prepare for question and answer sessions with the media.