



Media Release Packages

Budget Package

Includes:

- ✓ Research (including review of background materials, one in-person consult/interview and phone interviews as required)
- ✓ Up to two revisions*
- ✓ Local distribution
- ✓ Optimization and distribution of up to two photos provided by you

\$325

* Up to 2 rounds of revisions are included providing they are requested within 30 days of your receipt of the first draft and they do not represent a change in project scope or direction.

Standard Package

Most Popular!

Includes everything in Budget Package, plus:

- ✓ **Guaranteed Coverage!***

Plus . . .

- ✓ Free posting of your release on:
 - Facebook (RPWS)
 - Twitter (RPWS)
 - LinkedIn (Comox Valley Business group)
 - RPWS Blog

\$375

* **Comox Valley only.** You won't receive an invoice until your release receives coverage in at least one of the following: Comox Valley Record, Comox Valley Echo, North Islander, Business Vancouver Island, Business Examiner, Comox Valley Business Gazette. NOTE: Your release may not appear exactly as submitted; guarantee covers any story of at least 150 words that's based on your release and published within 6 weeks of release date. Some exclusions apply.

Premium Package

Maximum Exposure!

Includes everything in Standard Package, plus:

- ✓ Distribution via PR Web across the Internet and to select regional and industry publications
- ✓ Pricing depends on distribution option - \$500, \$560, \$620 or \$745*
- ✓ Ask for distribution details!

\$500 - \$745

* Pricing is based on PR Web distribution packages as of time of this writing and is subject to change without notice.

The "Steady Trickle" ***(Year-round exposure!)***

The Steady Trickle includes six professionally crafted media releases distributed throughout the year, giving your organization a "steady trickle" of media coverage that will keep you front of mind with consumers. You'll also get 10% off additional releases. Harness the promotional power of media releases to its fullest potential!

Budget Package: \$155/month (\$310/release)

Standard Package: \$178/month (\$356/release)