

WE LOVE TELLING STORIES



EXPONENTIAL SQUARED PR PACKAGES

PR stands for Public Relations--and in today's world, there is a lot of focus on exclusively crafting the core identity of an individual or company through social media.

However, social media only provides a fleeting platform through which you can discuss your message.

Can a tweet really tell your whole story? Can a Facebook post really capture your story's heart? Where do these tweets and posts go after an hour, a day, or week?

Traditional PR through feature-length and shorter press releases still have a place in this quick 'soundbyte' sort of world. In fact, the ability to tell your story and connect it with larger narratives in society can uniquely position you in much larger conversations.



WHAT WE OFFER

STARTER PR PACKAGE

\$100/month (\$1,200 annual contract)

At this level of investment, you can expect the following outcomes:

- 1) Creation and distribution of four 250 - 450 word press releases to media outlets.
- 2) Creation and distribution of two 600 - 800 word press releases to media outlets.
- 3) Placement of a minimum of three releases in local/regional media online and/or print publications.

CREATIVE COLLABORATION PACKAGE

\$250/month (\$3,000 annual contract)

At this level, you can expect the following outcomes:

- 1) Creation and distribution of eight 250 - 450 word press releases to media outlets.
- 2) Creation and distribution of three 600 - 800 word press releases to media outlets.
- 3) Placement of a minimum of five releases in local/regional media online and/or print publications.
- 4) Creation of a three-piece branded press media kit, which includes an 800+ word background press release, primer release and graphic-design/photo pictorial-driven flyer.
- 5) Each press release will be branded and saved as a PDF that you can use as marketing collateral when working with current or prospective clients.
- 6) Monthly Strategy Call to discuss company vision and alignment of stories with mission--consider this a mini-strategic planning session. Feel free to invite others on the call. Collaboration is essential.

BRANDED PRESS MEDIA KIT

A La Carte option \$500

Not sure about an annual contract? Let us help tell your story in a media kit that is branded, content-driven, and beautifully designed.

This a la carte option includes an 800+ word background press release, primer release and graphic-design/photo pictorial-driven flyer.

ANCILLARY BENEFITS

Not every release we submit to the media will get published, but one 600 word release takes up close to \$1,000 worth of advertising space.

We do not just submit stories. We build relationships with the community, editors and writers. When people feel emotionally connected to a story, they are more inclined to support your business. The **community** will become your advocate and ambassador **for your mission**.

**TOGETHER, WE CAN TELL YOUR STORY. STORIES MOVE PEOPLE. STORIES DRIVE BUSINESS
AND CHANGE--AND CHANGE DRIVES SOCIETY.
BE THE CHANGE.**

www.ExponentialSquared.com