

DIY PR packages from jag press & publicity (pricing)

Package	Contents	Consultation time*	Cost (inc. VAT)
Press releases			
1	<p>Press release guide; example, bespoke contact list</p> <p>Follow the tried and tested guide to writing a press release and see how it works in practice with an example which gained coverage. Receive a bespoke media contact list relevant to your sector and requirements.</p>	none	£90
2	<p>Press release guide; example, bespoke contact list</p> <p>In addition to the guide, example and contact list, check that your release is on track with expert input from jag.</p>	30 minutes	£144
3	<p>Press release guide; example, bespoke contact list; guide on how to pitch your story</p> <p>Add to the guide, example, contact list and advice – receive tips on how to sell-in your story to a journalist.</p>	30 minutes	£186
Strategies			
4	<p>Communication strategy guide and template</p> <p>Manage your reputation through strategic thinking with this guide and template, plus a one hour consultation with jag’s expert.</p>	1 hour	£210
5	<p>Communication strategy guide and template; social media guide and template</p> <p>Combine your strategic thinking with a focus on social media planning, and the benefit of a one hour consultation with jag’s expert.</p>	1 hour	£234

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6	Communication strategy guide and template; social media guide and template Extend your consultation to two hours and receive detailed guidance on your strategies and future plans from jag's Director.	2 hours	£468
Full PR package			
7	Communication strategy guide and template; social media guide and template; press release guide, example, bespoke contact list; guide on how to pitch your story; guide to taking better photographs for your PR Take the full package plus a one hour consultation to focus on an area of your choice.	1 hour	£540
8	Communication strategy guide and template; social media guide and template; press release guide; example, bespoke contact list; guide on how to pitch your story; guide to taking better photographs for your PR Take the full package and two hours of guidance from jag's expert.	2 hours	£690

*Consultation times: 30 minutes by phone or Skype; one hour by Skype and/or phone; two hours face-to-face at jag office or combination of Skype and phone (can be divided into sessions).

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