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PROJECT RATES

NORTH MEDIA

NORTH
A MEDIA COMPANY

WHO WE ARE

North is a full-service public relations and strategic communications consulting firm. Based in the southeast, the firm has provided clients full-service issues management, event planning, strategic communications and government relations for nearly a decade.

OUR EXPERIENCE

North is a team of conveners with proximity to thought-leaders and community stakeholders. The firm is experienced at creating and implementing proactive, positive campaigns that influence behavior and drive community engagement.

North has created and led awareness and behavior change campaigns working with state, local agencies and community organizations targeting the key audiences with the goal of influencing community engagement and that create positive change for citizens and communities.

CONTACT US

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<https://www.facebook.com/northpublicrelations>



[@northpublicrelations](https://www.instagram.com/northpublicrelations)



[@NorthPRFL](https://twitter.com/NorthPRFL)



PAID MARKETING AND ADVERTISING

ACTIVITY	PROJECTED COST
Billboard Design/Printing/Placement	Placement costs plus 10%
Paid Advertising Placement	Costs plus 15% markup
Social Media Marketing/Advertising	\$150/hour
Direct Mail	\$145/hour
Graphic Design	\$125/hour
Web Design	\$125/hour

TARGETED MARKETING AND OUTREACH

ACTIVITY	PROJECTED COST
Message Development & Testing	\$145/hour
Grassroots Outreach & Management	\$145/hour
Event Planning & Promotion	\$175/hour



IMPLEMENT TARGETED PROMOTIONS PROGRAMS

ACTIVITY	PROJECTED COST
Writing & Editing Collateral Materials & Messaging	\$145/hour
Distribution of Materials/Ad Placement	\$145/hour
Media Outreach & Consultation	\$175/hour
Crisis Communications	\$300/hour
Research & Media Monitoring	\$100/hour

ADMINISTRATIVE AND OTHER EXPENSES

Administrative expenses are billed separately to cover all routine long-distance phone, fax, and copy charges. Additional out-of-pocket expenses like graphic design for collateral materials and travel are subject to client approval and will be directly billed to the client at cost.





Video Production, in collaboration with Silver Digital Media

Our statewide video coverage services allows your organization to capture important moments anywhere, anytime.

Includes press conferences, award presentations, employee spotlights, volunteer interviews, events and more.

Annual plans can be customized to fit your needs and include 2- 3 requests per month with packages starting at \$1,750/month.

*Prices and availability depend on location.

