



SERVICES & PRICING

Basic outreach	
National Publicity Outreach – Typical Project includes consultation, copywriting, news release distribution by email (once)	\$1,400.00 Monthly
Custom Targeted Top Media – Electronic Distribution Three days - top 100 media	\$900.00
Discounted Repeat Distribution Second distribution of your news release to the same custom media list	\$600.00
Lower cost options	
Consultation Discuss targets, strengths, challenges and determine your optimum strategy for success	\$85.00 Hourly
Events - Local Publicity Outreach Includes a news release & custom targeted geographic target city and vicinity distribution	\$700.00
Custom Targeted Media Outreach Short news release to a custom targeted list focused on one subject/genre area	\$800.00
Custom Targeted Media Distribution Rate Transmit your news release to judiciously targeted media	\$800.00
Create News Release Basic information, photos or videos, and all vital links provided by client	\$250.00
Create Author Event Booking and negotiating public appearance that includes reading, Q&A, signing, whether at a bookstore or other venue, and local publicity	\$400.00
Create Music Event Booking and negotiating public appearance that includes performance, CD autographing, whether at a club, festival or other venue, and local publicity	\$575.00
Media Coaching Guiding client through techniques to make interviews with print or broadcast media more comfortable and effective	\$150.00 Hourly
Distribute Collateral At Events Deliver materials including complete and partial ARCs, postcards, bookmarks, or mp3 recordings to distribution points at literary or other events. Items to be shipped to Lone Wolf Communications, LLC employee at venue of event or lodging. Price is per up to 250 items.	\$150.00

The preceding is an a la carte menu of services. Please ask if a service you are interested in is not listed. Lone Wolf Communications, LLC also has a rate card menu for ongoing services provided on retainer. Our tactics have been described by some clients as a powerful blend of classic and gonzo. Our mission is creating stratagems that acquire attention for your brand. Thank you for allowing the wolf pack to engage in a discussion to promote you and your work.