

Chronic Behavior Marketing Services

(6 Month Commitment – Pricing is based on 3 month totals for best pricing)

Marketing Components (Title - Description)	Premium	Price	Standard	Price	Basic	Price
Press Release Free (475 words) – no distribution	Not Included		Included	\$75.00	Included	\$75.00
Press Release Premium 1 (475 words) – distribution	Not Included		Included	\$150.00	Not Included	
Press Release Premium 2 (975 words) – distribution	Included	\$300.00	Not Included		Not Included	
Press Release Premium Plus (475 words) – distribution also via PR Newswire	Included	\$500.00	Not Included		Not Included	
Blog Article – Monthly	Not Included		Not Included		Included	\$225.00
Blog Article – Bi-Weekly	Not Included		Included	\$450.00	Not Included	
Blog Article – Weekly	Included	\$600.00	Not Included		Not Included	
Informational Session on Set for education & awareness (prior to launch)	Included		Not Included		Not Included	
Informational Press Kit (design)	Included	\$400.00	Included	\$200.00	Not Included	
Media Day (invite media to see the set and a show sample)	Included	\$500.00	Not Included		Not Included	
*Content dependent – content provided by client		Pricing is for 3 months		Pricing is for 3 months		Pricing is for 3 months
Social Media (FB / Twitter)*	Included	\$750.00	Included	\$750.00	Included	\$800.00
Social Media (Instagram)*	Included	\$225.00	Included	\$225.00	Not Included	

Social Media (LinkedIn)*	Included	\$225.00	Not Included		Not Included	
Social Media (Google+)*	Included	\$225.00	Not Included		Not Included	
Social Media (Pinterest)*	Included	\$225.00	Not Included		Not Included	
**Content dependent – content created by marketing team		Pricing noted is for the 3 months		Pricing noted is for the 3 months		Pricing noted is for the 3 months
Social Media (FB / Twitter)**	Included	\$1600.00	Included	\$1600.00	Included	\$1200.00
Social Media (Instagram)**	Included	\$350.00	Included	\$350.00	Not Included	
Social Media (LinkedIn)**	Included	\$350.00	Not Included		Not Included	
Social Media (Google+)**	Included	\$350.00	Not Included		Not Included	
Social Media (Pinterest)**	Included	\$350.00	Not Included		Not Included	
Total Fees – Option 1	Pricing (content created)	\$5300.00	Pricing (content created)	\$2,825.00	Pricing (content created)	\$1,500.00
Total Fees – Option 2	Pricing (content provided)	\$3950.00	Pricing (content provided)	\$1850.00	Pricing (content provided)	\$1,100.00

Additional Notes

- Facebook Posts – One post a day
- Twitter – 3 posts / Retweets daily
- Instagram – One post a day

Press Release

- One announcement Press Release