



Hourly Rates Account Direction/Project Management

Managing Director	200	Project Manager	110	Celebrity Contact	140
Director	180	Project Assistant	85	Graphics/Design	110
Senior Consultant	150	Administration	75	Programming	110
Project Manager	130				

PR/Media Office from 4,500 per month

Flat fee for customised project team, incl. consulting, planning, implementation, reporting and administration

Communication and Office Expenses 300 per month

Telecommunication, consumables, data handling/transfer

Strategy and Concepts

PR/Event Concepts*

Idea Outline 3,000

Basic Concept

4,500 (small) 6,500 (medium) 9,500 (large)

Media Planning on request

Consumer Journey from 15,000

Workshop*, focus groups, store check, incl. external costs

Vox Pops from 2,500

Video interview/soundbites* with target audiences

Consumer Insights from 2,500

Target audience studies/in-depth interviews*

Video/Press Photo

Exposé for video clip 1,200

Photo idea incl. layout/scribble 950 per scene

*Details on request

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SCHÖMBS PR

Media Office

Media Partnerships

from 1,040 per outlet

Acquisition of exclusive publications, raffles/cooperations, photo series incl. concept, handling, reporting

Press Days

from 950

In-house presentation during the German Press Days (twice a year), product presentation incl. handling

Press Kits

Concept for press kit incl. layout

2,000

Production and distribution

depending on scope of work

Newsroom

Set-up of client profile in S+SPR newsroom

incl.

Client newsroom with link to company website, programming

one-off fee from 3,000

Showroom

from 750 per month

Sample handling and presentation in agency

News Distribution

Media list, set-up 1.60/contact

from 400

Hosting, maintenance and updates

incl. in media office

Set-up of Multimedia News Release (MNR) for newsroom hosting, upload in free-of-charge news portals

500

Personalised MNR-mailing (html) to existing media list with reporting

250

Mail dispatch and wire services (external costs)

depending on amount

Video/audio production and distribution

on request

Monitoring and evaluation excl. media monitoring services (external costs)

from 960 per month

Social Media

Community Management

from 1,500 per month

Compilation, dialogue, monitoring and supervision/update of channels and profiles incl. reporting, excl. production/graphic design

Research and Set-up

SM accounts and profiles

1,200 incl. 10 profiles

Monitoring and evaluation, excl. media monitoring services (external costs)

from 960 per month

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SCHÖMBS PR

Celebrity-/Influencer Management

Research and Proposal List

from 960

Suitable celebrities, multipliers, influencer

Influencer Seeding

on request

Product Sampling

Invitation

from 1,600

Personal approach, follow-up and coordination

Live Communication

Event Production

on request

PR stunts, openings, roadshows, promotions

Content

Text

Press release incl. two proof-readings

475 per page

Newsletter, one page

300

Photo

Photo idea incl. layout/scribble

950 per scene

Photo production (photographer, model, props)

from 2,000

Video

Exposé for video clip

from 1,200

Video contribution/documentation
(e.g. for social media channels)

from 1,600

Infographic

Concept, research, graphic design

from 2,000

Facebook App

Concept, programming, hosting

from 3,500

Compilation

Online magazine, newsletter
or similar

from 1,600 per month

Corporate publishing

on request

All prices in Euro plus legal VAT.

External services will be charged according to itemisation. If the agency handled external services on behalf of the client, the agency will charge 15% on top of the total amount of external services unless a different commitment is agreed. This handling fee compensates the required time for soliciting quotes concluding contracts, quality management, supervision, controlling and billing. The handling of external services and other external costs can be taken over by client on request.

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