

5BC Monthly Media Relations Plans

5 Borough Communications offers a tailored Media Relations Subscription Service for organizations aiming to elevate their media footprint. Our proficient team develops engaging narratives, designs a monthly press calendar, and strives to enhance brand visibility - saving you time and money while amplifying your brand's presence. Our strategic, outcome-oriented media tactics enable you to focus on your growth and success.

What's Included?	Elite \$5,000	Advanced \$3,500	Basic \$2,000
Press Kit Development	✓	✓	✓
Story Calendar Development	✓	✓	✓
Media List Creation of 50 Outlets & Monthly Pitch	✓	✓	✓
2 Rounds of Media Followups	✓	✓	✓
Weekly Email Updates & Monthly Report	✓	✓	✓
Additional 50 Outlets (total of 100), 2 Pitches & 3 Followups	✓	✓	
Monthly Strategy Session		✓	
Crisis Communications Counsel & Planning	✓		
Biweekly Strategy Session	✓		

3 month minimum commitment | Results not guaranteed

Exposure | Social Proof | Establish Trust & Credibility Quality Backlinks | Website Traffic

Basic

Press kit development. Creation of a professional press kit, including background information, key messages, media assets, and company fact sheet.

Story Calendar Development. Create a strategic outline of key dates, events & messaging opportunities to organize media coverage and content distribution.

Media List Creation & Monthly Pitch. Customized and targeted media list of 50 relevant contacts from newspapers, magazines, online publications, TV, and radio. Development and submission of one custom media pitch.

Media List Followup. Two rounds of media followups per contact per month.

Weekly Email Updates & Monthly Reports. Regular updates and campaign reports with metrics and analytics.

Advanced

Includes all Basic Tier benefits and:

Enhanced Media List. We will double the monthly media we target to 100 relevant contacts.

Additional Monthly Pitch. We will develop two custom media pitches and three followups from your story calendar.

Monthly Strategy Session. Stay in the loop with monthly consultations, where we discuss your progress and adjust strategies as needed.

Elite

Includes all Advanced Tier benefits and:

Crisis Communications Counsel & Planning. Provide guidance and support for effective crisis management and develop an Incident Command Structure (ICS.)

Biweekly Strategy Session. Stay in the loop with biweekly consultations, where we discuss your progress and adjust strategies as needed.

*Earned media is the most powerful tool for organizations to influence stakeholder decisions.
(source: Nielsen)*