



Introducing *Sonance MediaPro*

Raise Awareness, Increase Credibility and Strengthen Name Recognition with our Subject Expert Development and Proactive Media Relations Service.

It's frustrating to have a story to tell and not have a place to tell it. It's even more troubling when you see your competitors getting the attention you know your company deserves. So how do they do it? How do you raise awareness of your company and get those valuable press placements and speaking opportunities without spending hours a month chasing them or paying thousands in monthly retainer fees?

Sonance MediaPro, our proactive subject expert promotion and proactive media relations service, will raise awareness and credibility and increase your opportunities to gain those highly sought after press placements, interviews and speaking engagements.

Sonance MediaPro combines proactive promotion of your company's subject experts with attentive monitoring of, and response to, media inquiries from over 90,000 journalists and event planners seeking subject experts for their stories, features and events. We will help raise your profile from company subject expert to *industry* subject expert, building awareness by actively promoting your unique knowledge base to key media and event contacts.

***Sonance MediaPro* Delivers:**

- Access to over 90,000 journalists and event planners
- Over 150 incoming media inquiries per day
- Proactive DAILY monitoring of news relevant to your industry
- Notification of queries and opportunities within 24 hours of receipt
- Personalized, proactive and attentive service at a fraction of the cost of traditional PR agencies

Find It. Refine It. Raise It.

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One Sweet Meadow Drive
Nashua, New Hampshire 03063

t: 603.595.5637

www.sonancecommunications.com



Subject Expert Profile

\$400/year

We will write, post, distribute and maintain 1 subject expert profile in some of the most widely used subject expert databases utilized by over 90,000 journalists and event planners.

MediaPro Profile Builder Package

\$425/month*

- Write, post, distribute and maintain up to 5 subject expert profiles**
- Daily monitoring of media search queries for up to three industry categories***
- Development and submission of up to 5 query responses per month
- Development of custom media contact list

MediaPro Elite Package

\$550/month

Includes all Profile Builder services plus,

- Development and submission of up to 10 query responses per month
- Development, submission and follow-up on one, unsolicited story pitch per month

* Minimum 3 month commitment. Discounts available for pre-paid, long term contracts.

** Additional profiles available for an additional \$50/month per profile

*** Additional industry categories available for an addition \$100/month per category

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