



NGC Retainer Packages

For-Profit Organizations // Based on rate of \$75 per hour

Tier 1: \$1,500 per month (At least 20 hours of work guaranteed)

Tier 2: \$2,800 per month (At least 40 hours of work guaranteed)

Tier 3: \$4,000 per month (At least 60 hours of work guaranteed)

Tier 4: \$5,000 per month (At least 80 hours of work guaranteed)

Each Additional 20 Hours: \$1,000

Non-Profit Organizations // Based on rate of \$50 per hour

Tier 1: \$1,000 per month (At least 20 hours of work guaranteed)

Tier 2: \$2,000 per month (At least 40 hours of work guaranteed)

Tier 3: \$3,000 per month (At least 60 hours of work guaranteed)

Tier 4: \$4,000 per month (At least 80 hours of work guaranteed)

Each Additional 20 Hours: \$500

Project Management and Technical Writing Rates

Project Management, IT - \$54.79 per hour

Project Management, Software - \$50.87

Project Management, Business Process - \$74.00 per hour

Technical Writing - \$29.00 per hour

Technical Writing (editing only) - \$19.00 per hour

Video and Audio Production Rates

Field Production: \$150 per hour – including recording of podcasts and live events

Pre and Post Production: \$75 per hour

Graphic Design Services

- Logos
- Business Cards
- Fliers
- Brochures
- Newsletters
- Print Advertisements
- Direct Mail
- Posters
- Banner Ads
- Publicity Visuals
- PowerPoint Presentations

* Prices vary in this category. Typical logo design with two edits runs approximately \$500 per design. Other projects are weighed on a case-by-case basis and are based on the estimated amount of work.



Services and Specialties

NGC specializes in innovative, strategic and targeted PR and marketing programs to help its clients achieve results. In addition to traditional public relations tools, NGC utilize web-based, social media public relations to engage target markets when, where and how they want to be engaged. Recognizing that the Internet has redefined the rules of PR, NGC combines its PR 2.0/Social Media Platform with traditional strategies and tactics to create broad awareness that generate interest and stimulate leads. NGC focuses on those tactics most applicable to meeting their clients' goals using an integrated, strategic plan that includes both PR 2.0 and traditional public relations tools.

PR 2.0/Social Media

Social media enables the collaboration of information, ideas and opinions of individuals on topics of interest to them. PR 2.0 is the next evolution of public relations incorporating the burgeoning online social media world of blogs, podcasts, MySpace, Facebook, Flickr, Technorati, Twitter, and YouTube, which enables users to publish, share and comment on content on the Internet.

NGC's PR 2.0 Platform services integrate traditional public relations with social media networking:

Social Media Optimization (SMO): NGC develops and implements strategic PR/marketing plans to optimize client's social media networking visibility, presence and involvement on targeted corporate, organization and social media websites.

PR 2.0 News & Media Pages: Journalists and clients are increasingly utilizing companies' websites to gather information on the business, its products and services. NGC develops new PR 2.0 News & Media pages utilizing social media tools that provide greater information which can be downloaded, forwarded, tagged and shared by website visitors.

Blogs: A blog is an interactive website where individuals can post -- and respond to -- opinions, news, etc. It can be housed on a corporate website or other social media site. NGC can assist companies in developing a blog, as well as provide guidance on how to effectively participate in today's blogosphere.

Podcasts: A podcast is a digital media file that can be posted and shared on company and social media websites such as YouTube. NGC develops audio and video podcasts for companies seeking to share information, create excitement about a new product/service/event, and express viewpoints on issues.

RSS Feeds: An RSS feed, or Real Simple Syndication, allows individuals to subscribe to website content. When a change or update is made to the website content, it is downloaded to the subscriber. NGC assists companies in setting up RSS feeds on their websites so clients, journalists and other interested parties can keep up-to-date on current company news, blogs, postings, etc.

Social Media News Releases: The social media release represents the next evolution of the news release. It is formatted to provide key information, quotes, photos, podcasts, video and links in an easily assessable format for journalists, bloggers and consumers. NGC develops and distributes social media news releases.



Traditional PR Tools

NGC is a strategic communications consulting firm that offers a broad scope of communications and marketing services. We help clients with reputation and relationship management to help position themselves in the market by telling their stories powerfully and effectively to the audiences that matter most – customers, prospects, media, policymakers, employees, leaders and stakeholders. We draw on a wide array of disciplines, fueled by strategy and creativity and provide personalized attention to each client to better suit your needs. In short, we have no preconceived notion of what will work for you, so we bring every talent on every assignment. This approach allows us to do what is right for our clients and provide the service that every business deserves.

In addition to PR 2.0/Social Media PR, NGC offers a full range of traditional public relations services, which can be integrated to meet client objectives. NGC provides the following PR tools:

- Annual Reports
- Brochures
- Community Relations
- Corporate Branding and Imaging
- Crisis Communications
- Electronic Online Media Kits (EPKs)
- Email Campaigns
- Internal Communications
- Key Message Development
- Marketing Programs
- Media Relations
- Media Training
- News Conferences
- Newsletters
- PowerPoint Presentations
- Product Launches
- Public Policy Campaigns
- Public Relations Campaigns
- Special Events, Logistics and Script Writing, Speeches
- Trade Show Support
- Writing Services (both copywriting and technical writing)

Measured Results

One criticism often heard about public relations is that practitioners do not often provide measured results. At the NGC, we understand the importance of demonstrating impact on the bottom line. We utilize quantitative measurements and research to provide detailed periodic and project reports that measure the success of our efforts. Thank you for your business!