



Elly Donovan PR

www.ellydonovan.co.uk email: elly@ellydonovan.co.uk

Tel: 0790 508 7779 / 01273 205246

Twitter: @EllyDonovanPR Facebook.com/Elly Donovan Linked-In: EllyDonovanPR

Member of: The Publishers' Publicity Circle; Wired Sussex and Women in Publishing

How much will it cost to have a professional PR Campaign for your book?

Pick a PR Package to suit your publishing projects – and your pocket

The “publicity vs price” dilemma – especially when budgets are tight

While it is generally accepted that a PR (media/press) campaign is a vital part of any successful sales and marketing plan for a book, it is also notoriously difficult to decide how much to spend on a PR campaign.

Setting a budget for your PR campaign becomes all the more difficult given that professional publicists (no matter how good) simply cannot give you any guarantees that their efforts will generate the publicity or the sales you desire.

However, what we can tell you is that, using a professional publicist greatly improves your *chances* of gaining attention for your book – and it is considerably more cost-effective than paying for advertising.

In the extremely competitive field of book publishing, we hope that our range of PR Packages (with their defined lists of activities, timescales and set prices) will help you to choose an appropriate PR Campaign to give your book the best possible chance of media coverage within your publishing schedule and budget but *without* committing you to a long-term (PR-Agency-style) contract of monthly payments. (We also offer a range of other PR services which may be suitable. Please read on for more information.)

Who’s who at Elly Donovan PR?

Elly Donovan and Vicky Edwards are experienced publicists who work mainly in book-publishing but who have also worked in PR/marketing across a number of other industries too. Elly and Vicky have been working together in PR/publicity, one way or another, since 2007 – and they share a passion for books.



Elly Donovan: Elly has worked in publishing & PR since graduating in 1980 and has an excellent network of media contacts (journalists, broadcasters etc) – plus an impressive track record of results. Elly was a journalist/magazine editor herself, & then the PR Manager for two publishing companies. She has ghost-written three published books and was formerly Creative Group Head (Copywriter) for a London advertising agency & Project Manager for an international healthcare PR agency. Elly set up EllyDonovanPR in Feb 2013.



Vicky Edwards: A successful publicist & journalist, Vicky is also a published author (seven books to date and counting ...) An acclaimed professional broadcaster herself, Vicky knows what journalists and fellow-broadcasters are looking for in an interview, so, in addition to providing top-notch PR campaigns, Vicky is also our media-training expert, available to help authors make the most of any media interview opportunities they are offered.

So, even though no publicists can actually promise you success when it comes to PR, the good news is that we believe we are well-placed to obtain the best-possible results for your money.

We do hope that you will think so too! We look forward to hearing from you.

PR Campaign Packages to suit most budgets

There are five, pay-in-advance PR Packages to choose from

– and all represent at discount of *at least 50%* on our day-rate fees:

Prices for our PR Campaign Packages range from £600 to £2,000.

OR you can choose from a selection of other pay-in-advance PR services

including: a press release writing service (with optional distribution), media training, article-writing services, event PR and more besides....

Please read on for further information>>>>

Which Pay-in-Advance PR Package is right for your book?

Please see over for an comparative summary of the Elly Donovan PR Packages

All our PR Campaign Packages offer you a fixed price, a defined list of PR activities/services and a specified time-span so that you know, from the outset, exactly what will be done for your money.

Amongst other things, your publicist, (Elly or Vicky) will read your book (a service not offered by all PR agencies); then **write & issue a press release** for your book; and then act as the **press office** for your book, handling any media enquiries on your behalf, for the duration of the campaign.

As well as having great contacts in the media (relationships built-up over many years) we also subscribe to a state-of-the-art, on-line, **professional PR database of media contacts in UK and Ireland** to help us source national, local, subject-specific and niche media contacts for your book.

All our PR Campaign Packages include a **press cuttings service** to track and supply you with copies of press coverage for your book. Additionally, for 12 months following the end of the agreed campaign-period, we would continue to forward any media enquiries to you, for you or your publisher/agent to handle yourselves – so you won't miss-out on any belated interest that our PR campaign generates.

NB: Ideally, PR efforts for a book should start *at least 4 months ahead of the official publication date.* Elly & Vicky do not handle sales, distribution, advertising, marketing, rights, production, design, editing *or* scheduling publication for your book. Enquires about such matters should be directed to your publisher and/or your literary agent.

Our three most-requested PR Campaign Packages are:

PR Campaign Package 1: The Foundation Package: £600 (per book or product)

The most economical PR campaign we offer, reaching approximately **100 media contacts** and providing **16 hours** service from a professional publicist. It allows you to try-out a PR campaign and gauge media reaction before deciding to commit to any further PR expenditure. PR Package 1 is suitable for books that are going to be published during the next two months. PR Package 1 is often chosen by first-time/unknown authors with limited budgets or those authors who could not commission a PR campaign earlier in the publishing process.

PR Campaign Package 2: The Standard Package: £900 (per book or product)

This is the most popular PR campaign we offer. Finely-targeted to make the most of your budget, PR Package 2 reaches at least **150 media contacts** and provides **24 hours** service from a professional publicist. This PR package is particularly suitable for authors whose books are due for publication within the next four months.

PR Campaign Package 3: The Extra Package: £1,200 (per book or product)

This PR campaign is particularly suitable for books that are due to be published within the next four to six months. Reaching at least **250 media contacts** and providing **40 hours** service from a professional publicist, this PR campaign has a broad scope and suits most non-fiction books.

Our two other (more extensive) PR Campaign Packages:

These two PR Packages are most suitable for well-known/successful authors and for books that are going to be published in or six or more months. As well as offering to reach more media contacts and providing PR handling for three or four months, these wide-ranging PR Packages offers some additional activities (including a PR-Planning meeting and additional printed review copy options.)

PR Campaign Package 4: The Advanced Package: £1,600 (per book or product)

PR Package 4 reaches at least **350 media contacts** and provides **56 hours** service from a professional publicist.

PR Campaign Package 5: The Premier Package: £2,000 (per book or product)

PR Package 4 reaches at least **450 media contacts** and provides **80 hours** service from a professional publicist.

IMPORTANT ADVICE re: novels, fiction, plays, poetry, art/photo, local-interest & children's books:

The market for these types of book is *extremely* competitive (and the competition to obtain precious media coverage is even more intense than usual). Unless the author is already commercially successful or is an established celebrity or well-known figure, we usually recommend **PR Package 1 or PR Package 2** as the most cost-effective options for these types of books. Please bear in mind that it may be possible to commission further PR services from EllyDonovanPR once you have assessed the media response to an initial PR campaign or if a fresh news angle arises.

Elly Donovan PR Campaign Packages: An Overview: June 2015

Book PR Campaign Packages: An outline of what is included in each package <small>Terms & conditions apply: Please see page 6.</small>	Set-price, pay-in-advance Book PR Campaign Packages (NB: payment in advance is required before PR work begins)				
	1 FOUNDATION	2 STANDARD	3 EXTRA	4 ADVANCED	5 PREMIER
PR Package Price (per book)	£600	£900	£1,200	£1,600	£2,000
<i>Minimum</i> hours worked on your behalf	16 hours	24 hours	40 hours	56 hours	80 hours
What the fee would you pay if charged at our usual day-rate fee (£600/day)	£1,200 (≈ 2 days)	£1,800 (≈ 3 days)	£3,000 (≈ 5 days)	£4,200 (≈ 7 days)	£6,000 (≈ 10 days)
What you SAVE with a PR package	£600 (50%)	£900 (50%)	£1,800 (60%)	£2,600 (61%)	£4,000 (66%)
Approx. no. of selected media contacts to receive the PR campaign by email	100 contacts	150 contacts	250 contacts	350 contacts	450 contacts
The <i>minimum</i> time we will continue to act as your press office* <i>after</i> the core PR campaign has been sent out	6 weeks	9 weeks	12 weeks	16 weeks	20 weeks
PR-Planning telephone conversation	✓	✓	✓	✓	✓
Author questionnaire to complete	✓	✓	✓	✓	✓
PR Planning meeting (up to two hours) in Brighton/Chichester	✗	✗	✗	✓	✓
An outline PR campaign plan	✓	✓	✓	✓	✓
Your book will be read by your publicist	✓	✓	✓	✓	✓
One generic press release (as a pdf)	✓	✓	✓	✓	✓
Press release made available to the media via the EllyDonovanPR website	✓	✓	✓	✓	✓
One generic email alert	✓	✓	✓	✓	✓
Twitter/FB posts for <i>significant</i> media coverage	✓	✓	✓	✓	✓
“News” stories (with “click to buy” links) on EllyDonovanPR website when appropriate	✓	✓	✓	✓	✓
Sending PDF/ebook review copies (to be supplied by author/publisher) when requested by the media contacts	✓	✓	✓	✓	✓
Number of printed review copies sent out, with enclosures, free of P&P charges in UK (books to be supplied by author/publisher).	5**	10**	15**	20**	25**
Email follow-ups with media contacts	✗	✗	✓	✓	✓
Telephone follow-ups with those media contacts who requested a review copy	✗	✗	✗	✓	✓
Notification of any coverage that we learn has run or is forthcoming	✓	✓	✓	✓	✓
A summary PR report when the core campaign has been sent out	✓	✓	✓	✓	✓
Professional Cuttings Service: supply of press clippings that Elly receives for your book from her cuttings service (IPCB)	✓	✓	✓	✓	✓
Selecting & supplying quotes from media coverage for use in your own promotions	✓	✓	✓	✓	✓
Forwarding any media enquiries received for one year after the PR campaign ends	✓	✓	✓	✓	✓
*ie: handling any media enquiries & liaising with author, including: supplying further information, photos & review copies (pdfs mainly) in response to media requests and putting the media in touch with authors to arrange interviews.					
** P&P charges will apply for sending out any additional review copies (UK) as follows: Paperbacks (max size: 230 x152 x30mm) £5.50 per book; Larger format books and hardbacks: £8.50 per book. NB: There is no charge for sending electronic, pdf review copies by email.					

Other pay-in-advance PR services available from Elly Donovan PR

Terms & Conditions apply – please see page 6.

Press release writing services (*without* PR support or media handling):

A professionally written press release that directs media enquiries to the author ie: gives the author's own contact details (*not* Elly Donovan PR contact details). The author would then send out the press release themselves and handle all and any media enquiries themselves.

- **Option A: £150:** Working from a description provided by the author or publisher (but without reading the book or manuscript) to provide a PDF press release (1 or 2 pages) including an image of the book cover and an author photo. (Images must be supplied by the author or publisher as JPGs) or:
- **Option B: £250:** Working from a description provided by the author or publisher AND working from the book or manuscript itself, to provide a PDF press release (1 or 2 pages) including an image of the book cover and an author photo. (Images must be supplied by the author or publisher as JPGs)

Please note: Authors choosing Option A or B would need to source their own media contacts. We cannot provide authors/publishers with media contact details, however, authors may also opt for our limited one-off PR distribution services for an additional fee (please see below).

Limited, one-off PR distribution services for press releases/review copies (*without* any media handling or other PR support)

These services only apply to Option A and Option B press releases (see above).

To kick-start your own PR activities for your book, you may wish to choose one of these services too:

- **Website press office service: £75** - to have a downloadable version of your Option A or B press release made available via the Press Office page of the Elly Donovan PR website.
- **Limited distribution service: £200** - to have your Option A or B press release sent out by email to up to 100 appropriate UK/Republic of Ireland (RoI) contacts via our powerful PR Planning database. The contacts are usually selected from your local media and suitable niche media. (We are unable to provide you with email addresses or phone numbers for media contacts unless they express interest in your book.)
- **Limited "on-spec" paperback review copy despatch services (UK only – minimum of 6 copies):** If you supply us with a set number of printed copies of your paperback book (maximum size: 230 x 152 x 30mm) we will despatch the book with a printed copy of the press release and a compliment slip in a padded bag to a number of selected media contacts. We can source the contacts for you and/or you can supply a list of your preferred contacts. (We are unable to provide you with email addresses, phone numbers or postal addresses for our media contacts unless they express interest in your book.): Prices for despatch of paperback review copies in the UK are as follow:
 - 6 copies: **£45** • 10 copies: **£75** • 15 copies: **£105** • 20 copies: **£140**
 - Then add **£6** for each *additional* copy over 20

NB: Rest assured that any media enquires received by Elly Donovan PR as a result of these one-off PR Distribution services, would be forwarded to the author (or designated representative) to handle.

[Continued >>>](#)

Other pay-in-advance PR services available from Elly Donovan PR

Terms & Conditions apply – please see page 6.

Author-Interview and/or Media Training Services

We also offer pay-in-advance “Author-Interview Packages” carried out by professional broadcaster (and published author) Vicky Edwards. Please contact EllyDonovanPR for more information.

- **Option 1: Media Training: £400** – Practise interviews with feedback and interview-technique coaching
- **Option 2: Article written up from a telephone interview: £350** – A professional, ready-made article for you to offer to the media by yourself (or you can take advantage of Option 4 below).
- **Option 3: Media Training PLUS Article: £650** – Options 1 & 2 combined and offered at a reduced fee

Also available to those authors who choose Option 2 or 3 above:

- **Option 4: Press syndication campaign to regional/niche media: £350** – Distributing (to selected media contacts) the article created in Option 2
- **Option 5: Broadcast (expert spokesperson) campaign: £350** – This option is ***only*** available to an author ***if*** Vicky/Elly think that the subject matter & the author’s own interview technique make the author a suitable expert-spokesperson to be offered to national broadcast networks by EllyDonovanPR.

PR services to promote Events/Launches/Book-signings/Author-Talks etc:

Please contact EllyDonovanPR for the full specifications and details about these options.

- **The Basic Event PR campaign: £350**
- **The Standard Event PR campaign: £550**
- **Event-Plus: prices start at £700** – we offer *some* event-managements services but, please contact us (with details) to discuss your requirements so that we can give you an accurate estimate to meet your needs.

NB: If you are planning a **large event/launch** and require **full event-management services** (or need help in other ways with your launch, book signings or appearances at events) please do contact EllyDonovanPR to discuss your needs. If we cannot help you ourselves, we may be able to suggest people who can!

Day-Rates from Elly Donovan PR – please get in touch for more information

- **Half-day rate: £300** (plus travel and other reasonable expenses)
- **Day-rate: £600** (plus travel and any other reasonable expenses)
- **Five-day rate: £3,000** (5 x 8-hour days plus travel and any other reasonable expenses)

Retainer Fee Arrangements from Elly Donovan PR – please get in touch for more information

Retainer fees are payable monthly, in advance: we offer two retainer fee arrangements:

- **6:4 RETAINER: Six days per month for a *minimum* of four months: £3200 per month** (plus travel and any other reasonable expenses)
- **6:6 RETAINER: Six days per month for a *minimum* of six months: £3,000 per month** (plus travel and any other reasonable expenses)

Can't find what you were looking for?

Please visit the PR Advice page on our website: www.ellydonovan.co.uk/pr-advice or contact us to discuss your specific requirements.

See over for a summary price list/order form and T&Cs >>>

Summary of fees for pay-in-advance PR services from Elly Donovan PR

You may wish to print out this page to use it as an **ORDER FORM**. Please read the descriptions on pages 1-5 *carefully* before placing any order. Please make sure you have also read our Terms and Condition below.

For authors choosing a book PR Package:	Fee (per book title)	✓ Tick to order	✎ Calculate & fill in fee
PR Campaign Package 1: Foundation	£600		
PR Campaign Package 2: Standard	£900		
PR Campaign Package 3: Extra	£1,200		
PR Campaign Package 4: Advanced	£1,600		
PR Campaign Package 5: Premier	£2,000		
Now please select the number of <i>extra</i> review copies to be sent out (UK & RoI only) in addition to those specified for your PR package - see page 3. (Author/publisher to provide printed copies of the books)		✎ Fill in number of <i>extra</i> review copies to be sent	
Paperbacks (max size: 230 x 152 x 30mm)	£5.50 each		
Larger format paperbacks or hardbacks	£8.50 each		
For authors choosing a press release writing service:	Fee (per book title)	✓ Tick to order	✎ Calculate & fill in fee
Press Release writing service Option A	£150		
Press Release writing service Option B	£250		
Website press office service	£75		
Limited press release distribution	£200		
Limited paperback review copy despatch in UK:			
6 copies:	£45		
10 copies:	£75		
15 copies:	£105		
20 copies:	£140		
For authors choosing an interview and/or media training services:	Fee (per book title)	✓ Tick to order	✎ Calculate & fill in fee
Option 1: Media training	£400		
Option 2: Article from telephone interview	£350		
Option 3: Combines Options 1 & 2	£650		
Option 4: Press syndication (only for Option 2 or 3 clients)	£350		
Option 5: Broadcast campaign (subject to discussion first)	£350		
For authors choosing PR services to promote events/launches/book-signings	Fee (per book title)	✓ Tick to order	✎ Calculate & fill in fee
Basic Event PR Campaign	£350		
Standard Event PR Campaign	£550		
Total Fee:			

Terms & Conditions (1st July 2015– 31st December 2015) for working with Elly Donovan PR:

This text is intended as an outline of the main terms & conditions for PR Packages and Retainer Fee Arrangements.

Orders received are only accepted on the understanding that the client/author understands and agrees that:

- like all other professional publicists, Elly Donovan PR (ie: Elly Donovan and Vicky Edwards) cannot guarantee to generate any media coverage
- Elly Donovan PR will not commence work on any set-price PR Package campaign until full (non-refundable) payment has been received
- EllyDonovanPR will not commence work on a Retainer Fee Arrangement until a monthly Standing Order (or equivalent) is in place and the first monthly payment has been received. (Fees received are non-refundable).

By placing an order with Elly Donovan PR you are agreeing to these terms and conditions and all other terms & conditions that have been supplied to you by letter or email or appear on the Elly Donovan PR website. You are also advised to carefully check any other requirements and advice outlined (verbally or in writing) by Elly Donovan PR prior to placing any order. Further terms, conditions and requirements may apply (and you are advised to check the terms and conditions supplied in your contract with your publisher or agent) as any additional work outside the scope of your agreement with Elly Donovan PR may incur additional charges. Terms and fees quoted above are current for firm orders placed before 31 December 2015. However, if unforeseen circumstances arise, Elly Donovan PR reserves the right to change prices, specifications and the availability of services without prior notification.