

## Services & Fees:

**Consultation: \$75-\$150/hour**

**Press Release Distribution And Listings: \$175**

- News release distributed to our listing of media outlets.

**Writing Services**

- Cutlines – \$15 per photo
- Writing of Press releases (two edits included) – \$250
- Information to be provided by client
- Research for writings – \$95/hr
- By-line/ghost articles – \$375
- Spanish Translation – news release up to 400 words w/ 2 edits – \$250

**Pitching any combination of Targeted Markets**

**(African-American, Hispanic, Asian, or/and African): \$2000**

- freedmenspublishing.com has a 90% placement success amongst our listed media outlets
- Includes package A (listed above)
- Editorial pitching to listed media outlets
- Media monitoring (keeping track of placement)
- Media recap (formulating report with tear sheets)

**Photography Coverage: \$300-500**

- Includes photographer at specified location for 2 hours
- Management of shot list
- Digital photos provided in high resolution following event
- Photos uploaded to a custom Asian, African-American photo gallery for public viewing
- Push cards handed out to event attendees to direct them to freedmenspublishing.com to see your photos
- Distribution of photos to our list of media outlets to whom we distribute news content
- Photos uploaded to our Facebook fanpage and tagged.

**E-blasts:**

**The Houston Informer, Southern Chinese Daily News,  
Voice of Asia, News & Review**

15,000-21,000 Professional Adults (21 – 60) in segmented markets, C-level executives, influencers, community leaders, young professionals and executives, small business owners, all ethnic cultures, males and females, with a disposable income (avg. income: \$75,000 +/-yr).

- 1 e-blast – \$300
- 2 e-blast – \$500
- 3 e-blast – \$725
- 4 e-blast – \$950
- Ad design – \$350

### **Special Event Coverage:**

Our photojournalists chronicles your event and send video / still photography to our partner websites, including Facebook/social media, freedmenspublishing.com, scdaily.com, voa.com, itvhouston.com, News and Review, local neighborhood and internet outlet websites. Many of the attendees of events covered go to these websites to view their pictures— thus generating a great number of A-List impressions. On the Butler/Wiseman Website we also offer

- Prominent ad banner (1 month) – \$1500
- Prominent ad banner (1 week) – \$500

### **Social Media Drops – \$25/drop**

We post “call-to-action” and/or notification messages called “drops” on our social media sites (Facebook and Twitter). This drop is designed to be a clickable link the sponsoring client website.

### **Advertising Placement – 15% Commission**

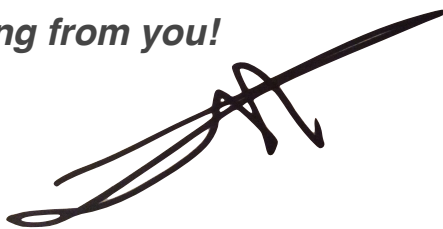
All advertising placed by our agency incurs a 15% commission. This may be absorbed by the media outlet or added on to the client’s fee.

### **The Southern News Group Access Advantage:**

There are more than 70 media outlets associated with SNG offering 2 million impressions. Most asian newspapers in this region are printed by SNG's USA Printing Company.

If you have questions regarding detailed specifics of any of the above, please do no hesitate to let us know at our new joint email: [info@butlerwiseman.com](mailto:info@butlerwiseman.com).

***We look forward to hearing from you!***



### **Lorenza Phillips Butler, Jr.**

Chairman and CEO, Freedmen's Publishing Company  
832-880-3733 | [lorenza@butlerwiseman.com](mailto:lorenza@butlerwiseman.com)



**Kijana Wiseman, M.Ed.**  
The Wiseman Company / MoShows.com  
713-521-0900 | [kijana@butlerwiseman.com](mailto:kijana@butlerwiseman.com)

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