

Ascot Media Group, Inc.



Menu of Services

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QUICK-LINK MENU OF SERVICES	
PUBLIC RELATIONS & PROMOTION	EDITING, PUBLISHING, MEDIA & DIGITAL
› Select PR Plans Lower-budget, self-managed PR. Most popular!	› Book Editing Editorial assessment through proofreading
› Traditional PR Plans PR Includes a personal publicist	› Book Publishing Professional publishing support
› Viral Campaign Online visibility and buzz	› Audiobook Production Professional narration and production
› PR Plan Add-Ons City focus and speaking outreach	› Podcast Production & Support Launch and produce your podcast
› Celebrity Campaigns Outreach through representatives	› Screenplay Adaptation Transform a book for the screen
› Corporate Bulk-Buy Corporate book-purchase outreach	› Ghostwriting Services Human-led book development
› School/University Outreach Educational adoption outreach	› Website Development Professional author websites
› Blog Writing Services Consistent authority-building content	› SEO + AI Optimization Search and AI discoverability
› Articles Magazine and newspaper submissions	› Social Media Services Account setup and management
› Newswire Distribution Newswire distribution	› Email Marketing Newsletter setup and management
› Digital Visibility Complete author-platform services	› Hosting & Website Care Secure hosting and ongoing support

Links are interactive and open with a single click on the PDF.

Select (Basic) PR Plans, No Personal Publicist

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**PR Services for Authors, Speakers, Talent, Celebrities and Other Professionals Who Prefer to Manage Their Own Media Interactions.
All PR Campaigns Are Monitored Weekly for Success.**

Select Manuscript Blurb/Review Plan – \$995 per month

Ideal for those 2 to 4 months away from book print date or publication. This plan provides blurbs/reviews for printing in/on your upcoming book.

- Manuscript must be professionally edited
- Media letters will be professionally created (for your approval)
- Letters are sent via direct email to tens of thousands of media personnel, asking them to accept a watermarked PDF copy of your manuscript in consideration of providing a blurb or review for possible inclusion inside your book or on the book's cover

Select PR Plan – \$995 per month

Our most popular plan! Ideal for those who do not need/want a personal publicist. All media requests are forwarded to you so you can work one-on-one with the media.

- Press release professionally created (for your approval)
- 4 mass distributions per month to ALL media types
- Press release distributed to tens of thousands of different media personnel
- Requests for broadcast interviews, reviews, articles and postings for print/internet
- Media types: Television and radio networks and shows, podcasts, newspapers, magazines, internet news and websites
- Solid media requests forwarded to you for easy handling

Select-Advantage Plan – \$1,495 per month

Ideal for those looking for broadcast interviews, print media publicity and a guaranteed internet presence, too!

- Press release professionally created (for your approval)
- **5** mass distributions per month to ALL media types
- **4 mass distributions to bloggers and social media influencers to help spread the word online directly to the public**
- Press release distributed to thousands of different media personnel

- Requests for broadcast interviews, reviews, articles and postings for print/internet
- Media types: Television and radio networks and shows, podcasts, newspapers, magazines, internet news and websites, **bloggers and social media influencers**
- **Newsire (national and global) distribution (per month)**
- Solid media requests forwarded to client for handling

Select-Online PR Plan “Behind the Scenes” – \$1,495 per month

The ultimate solution for hands-off publicity and peak online visibility

- Press release professionally created (for your approval)
- Virtually no broadcast (TV and Radio) interview requests
- **5 mass distributions per month to print and internet media**
- **5 mass distributions to bloggers and social media influencers to help spread the word online directly to the public**
- Press release distributed to tens of thousands of different media personnel
- Requests for reviews, blurbs, articles and postings for print/internet
- Media types: Newspapers, magazines, bloggers, internet news and websites
- **Newsire (national and global) distribution**
- Solid media requests forwarded to client for handling

Select-Adviser Plan (One Month Only) – \$995

Our Select Plans do not include a personal publicist, but you can add a one-month-only **Select Plan Adviser service** to your initial month on any Select plan. The adviser will assist and guide you in understanding how to effectively engage with the media.

SPECIAL OFFER

Purchase 3 months in advance of any Select plan, and you will receive a one-month City-Focus (saturation) to run concurrently with your plan at no additional cost! (\$495 Value!)

Traditional PR Plans with Personal Publicist

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PR Services for Authors, Speakers, Talent, Celebrities and Other Professionals Who Prefer a Personal One-On-One Publicist.
All PR Campaigns Are Monitored Weekly for Success.

Traditional Manuscript Blurb/Review Plan – \$3,495 per month

Ideal for those 2 to 4 months away from book print date or publication and prefer a publicist to handle all communication with the media and retrieve all blurbs/reviews during the campaign.

- Manuscript must be professionally edited
- Media letters will be professionally created (for your approval)
- Letters are sent via direct email to tens of thousands of media personnel, asking them to accept a PDF copy of your watermarked manuscript in consideration of providing a blurb or review for possible inclusion inside your book or on the book's cover
- Publicist reaches out to individual national media personnel
- Publicist retrieves all blurbs/reviews possible during the campaign
- Report at end of the campaign with ALL media contact information for each media person so you can continue following up with those still pending
- Newswire announcing upcoming book

Semi-Traditional Plan – \$3,495 per month

Ideal for those who prefer a publicist to handle all media requests, schedule all interviews and obtain reviews.

- Press release created (for your approval)
- Revised and refreshed/new angle on press release each month on board
- 4 mass distributions per month to all media types (TV, radio, podcasts, newspapers, magazines, internet news sites)
- Publicists manage all incoming media inquiries
- Publicist reaches out to individual national media personnel
- Publicist schedules interviews, obtain reviews and pitches national media outlets
- Press releases are distributed to tens of thousands of *different* media personnel each month on board, for interviews, reviews, articles/stories and news site postings, etc.
- Report at end of the campaign with ALL media contact information for each media person so you can continue following up with those still pending

Traditional Plan – \$3,995 per month

Ideal for those who prefer a publicist to handle all media requests and want an internet presence (bloggers, social media influencers, etc.) and a newswire!

- Press release created (for your approval)
- Revised and refreshed/new angle on press release each month on board
- **5 mass distributions per month to all media types** (TV, radio, podcasts, newspapers, magazines, internet news sites)
- **Includes 4 mass distributions to bloggers and social media influencers** to help create a buzz!
- **Newswire (national and global) distribution (per month)**
- Publicists manage all incoming media inquiries
- Publicist reaches out to individual national media personnel
- Publicist schedules interviews, obtains reviews and pitches national media outlets
- Press releases are distributed to tens of thousands of *different* media personnel each month on board, for interviews, reviews, articles/stories and news site postings, etc.
- Report at end of the campaign with ALL media contact information for each media person so you can continue following up with those still pending

Global Traditional Plan – \$4,995 per month

Ideal for those who prefer a publicist to handle all media requests and want to reach global media, including a large internet presence (bloggers, social media influencers, etc.) and newswires!

- **2 press releases created each month (for your approval)**
- Revised and refreshed/new angle on press releases each month on board
- **8 mass distributions per month to all media types**
- **Includes 5 mass distributions to bloggers and social media influencers**
- **Includes 2 newswires** (national and global) distribution (per month)
- **Press releases distributed to English-speaking countries**
- Publicists manage all incoming media inquiries
- Publicist reaches out to individual national media personnel
- Publicist schedules interviews, obtain reviews and pitches national media outlets
- Press releases are distributed to tens of thousands of *different* media personnel each month on board, for interviews, reviews, articles/stories and news site postings, etc.
- Reach: TV, radio, podcasts, newspapers, magazines, internet news sites – all media types! ***Plus bloggers and social media influencers around the world to help create a buzz!***
- Report at end of the campaign with ALL media contact information for each media person so you can continue following up with those still pending

SPECIAL OFFER

Purchase 3 months in advance of any Traditional plan, and you will receive 3 months of City-Focus' (saturation) distributions to run concurrently with your plan at no additional cost! (\$1,485 Value)

Viral Campaign (No Personal Publicist)

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Viral Marketing Campaign for Authors, Businesses, Creators and Entrepreneurs. Ideal for those who prefer no work involved and no interviews to participate in.

Viral Marketing Campaign - \$1,500 per month

*Do you want to generate a buzz around your book, business, product, service, talent or event? Our Viral Marketing Program is designed to build visibility, drive traffic and create lasting digital momentum using a multi-channel approach. We combine **influencer exposure, SEO, social media promotion and newswires** to help you reach your audience where they are — and fast.*

What's Included:

X (formerly Twitter) Influencer Posts

Your message shared monthly across verified X accounts with 500,000+ combined followers. Perfect for amplifying your launch or announcement to a large, active audience.

Facebook Group Marketing

Your content posted in **Facebook Groups totaling 2,000,000+ members**. We provide proof-of-posting so you know where your promo is going.

Newswire Distribution to 150+ News Sites

We publish your press release to over 150 media outlets and news sites — ideal for books, businesses, events, services or product launches. A full report is included.

300 SEO Backlinks per Month

We generate 300 high-quality backlinks to your website or blog each month to help boost search rankings and improve long-term visibility.

Guaranteed Web Traffic – 100+ Visitors/Day

Your site receives daily traffic from sources like **Google Search, Facebook, X, LinkedIn and TikTok**. All traffic is visible through your analytics (Google Analytics or included tracking report).

Monthly Viral Report

You will receive a full report showing **proof of traffic, posts and performance.**

Added Value: Press release sent directly to bloggers, social media influencers, magazines, newspapers and internet news sites (no broadcast) to help create a buzz. All media requests are sent to you for handling.

Add-ons to Monthly PR Plans

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(Add to Any Select or Traditional Plan)

*These plans can be added to any contracted monthly PR campaign. **They are not stand-alone campaigns.** They run alongside your PR campaign.*

City Focus – \$495 per month

- Include a one-month City-Focus (saturation) distribution

Speaking Engagement - Basic – \$1,495 per month

(Add to any Select plan)

- We will promote you as a speaker to thousands of U.S. companies
- Requests we receive are forwarded to clients for their own handling/negotiations

Speaking Engagement - Full – \$2,495 per month

(Add to any Traditional plan)

- We will promote you as a speaker to thousands of U.S. companies
- Your publicist will manually reach out to up to 10 companies you request
- Your publicist handles all communication up to the point of negotiation
- Solid requests are forwarded to clients for final negotiations

Celebrity Plans

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Celebrity Campaign - Basic (No Personal Publicist) – \$1,495 per month

(Add to any Select plan)

- Ascot engages with **40 celebrities** through their agents, managers and personal publicists
- We create a letter for your approval and tailor it to each celebrity contact
- You choose your request: product/book review/blurb, donations, presence at an event, compassionate gestures or inquire about the cost of a social media mention by the celebrity. There are numerous legitimate reasons to reach out to celebrities; the possibilities are virtually limitless!
- Requests we receive are forwarded to clients for handling
- Report at end of the campaign with ALL contact information for each celebrity so you can continue following up with those still pending

Celebrity Campaign - Full (Includes Your Publicist) – \$1,995 per month

(Add to any Traditional plan)

- Your publicist engages with **40 celebrities** through their agents, managers and personal publicists
- We create a letter for your approval and tailor it to each celebrity contact
- You choose your request: product/book review/blurb, donations, presence at an event, compassionate gestures or inquire about the cost of a social media mention by the celebrity. There are numerous legitimate reasons to reach out to celebrities; the possibilities are virtually limitless!
- Requests we receive are handled by your personal publicist
- Report at end of the campaign with ALL contact information for each celebrity so you can continue following up with those still pending

Corporate Bulk-Buy Plans

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Corporate Bulk-Buy - Basic (No Personal Publicist) – \$1,495 per month

(Add to any Select plan)

- We will promote your book, business, product or service to thousands of U.S. companies, recommending bulk purchases for their employees with scaled discounts based on order size
- Requests we receive are forwarded to client for handling

Corporate Bulk-Buy - Full (Includes Your Publicist) – \$1,995 per month

(Add to any Traditional plan)

- We will promote your book, business, product, or service to thousands of U.S. companies, recommending bulk purchases for their employees with scaled discounts based on order size
- Requests are handled by your personal publicist

School/University Outreach

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School/University - Basic (No Personal Publicist) – \$1,495 per month

- We will promote your book to thousands of schools and universities across the USA for consideration of inclusion in their curriculums or for use as an educational tool

School/University - Full (Includes Your Publicist) – \$1,995 per month

- We will promote your book to thousands of schools and universities across the USA for consideration of inclusion in their curriculums or for use as an educational tool

Blog Writing Services & Articles

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Nonfiction authors/businesses only

As a complement to your PR campaign, an active blog on your website can boost your rankings in Google searches and help establish you as an expert in your field. One of our experienced writers will work with you via email to create customized blogs for you to use on your website or elsewhere.

Basic

Standard blog posts, suitable for generating general interest and driving website traffic.

- 300 to 500 words per post
- Basic research
- Up to 5 keywords and/or long-tail phrases
- Unique meta description for each blog
- One round of edits/changes if needed

Package of 4: \$395

Package of 8: \$795

Premium

In-depth blog posts, focusing on building authority and attracting target audiences.

- 500 to 750 words per post
- Thorough research
- Up to 7 keywords and/or long-tail phrases
- Up to 5 embedded hyperlinks
- Unique meta description for each blog
- Two rounds of edits/changes if needed

Package of 4: \$525

Package of 8: \$1,045

One-Time Articles/Guest Articles

Prepared by one of our experienced writers on an as-needed basis.

1,000-1,500 words: \$395

2,000-2,500 words: \$650

Newsire

Amplify your media outreach with guaranteed coverage on national and industry-specific news feeds. Our newswire distribution package places your releases directly into search engines and major news portals, giving your announcements immediate scale, valuable backlink authority, and full visibility reports—all without the hassle of manual media pitching

- 2 Country Targets
- 5 Industry Targets
- 2 Images
- 1 Video
- Placement on AP News (Associated Press): Potential Reach of 35 Million Unique Monthly Visitors
- Indexed on Major Search Engines (Google, Yahoo!, Bing, Ask)
- Broadcast and Print Distribution
- Placement on News Aggregators and Research Tools: Google News, Bloomberg Terminals, MuckRack, Moody's NewsEdge, Naviga and MenaFN.
- Distributed Through World Media Directory – Based on Relevance

➤ **Includes Distribution Report**

Option 1: Add-On to an active Ascot PR Campaign - **\$150**

Include national newswire distribution as a featured upgrade to your existing PR package.

Option 2: Standalone Newswire Package - **\$495**

No PR campaign required. Includes complete service: custom press release drafting (with client approval), account management, and full distribution across the newswire network.

Book Editing

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Services are offered for both fiction and nonfiction. Any genre except erotica or anything with explicit sexual content.

Editorial Assessment

A comprehensive review of your manuscript's structure, pacing, organization, and effectiveness. This helps identify what is working and which areas may need revision before moving further into editing. You'll receive an editorial letter outlining feedback that informs your revision plan.

Developmental Edit

A big-picture edit focused on strengthening the foundation of your manuscript. Your editor's feedback will cover the structure, plot, pacing, consistency, character development, and overall reader experience of your book. You'll receive an editorial letter with the feedback, as well as edits in your document.

Line Edit

A detailed edit focused on improving the style and accuracy of your manuscript. These edits will enhance clarity, word choice, and readability while also addressing grammar, spelling, and punctuation. The goal of this edit is to preserve your unique voice while ensuring your book is engaging and polished. You'll receive edits and comments in your document.

Proofread

The final review of your manuscript that catches any remaining errors or inconsistencies. A proofread provides the assurance that your book is truly polished and ready for publication.

Per-Word Rates

➤ Editorial Assessment: \$0.023 per word

- Developmental Edit: \$0.03 per word
- Line Edit: \$0.032 per word
- Proofread: \$0.014 per word

Projects under 20,000 words are subject to a minimum project fee due to the fixed time required for manuscript review, project preparation, communication, editing, and final quality checks.

Professional Book Publishing

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NOTE: For those with a manuscript already professionally edited

We offer highly personalized, hands-on publishing support, treating every project with care, strategy and attention. Our comprehensive services include professional cover design, interior layout, development of all formats, including eBooks and audiobooks, book marketing, and full-service self-publishing — so authors never have to navigate the process alone.

Our service team has more than 25 years of industry experience, having worked with hundreds of authors across multiple genres. At Ascot, we believe great stories deserve to be well written, beautifully published and thoughtfully marketed — and we're committed to helping authors do exactly that.

Note: If your book is **NOT** professionally edited already, we can provide editing services, including developmental and copy editing. Cost is to be determined once manuscript has been reviewed. We are glad to provide a sample edit at no charge.

Publishing package for a text-based (previously edited) book:

- Title and subtitle development as needed
- Cover design options – front, back and spine
- Develop description for back cover and Amazon sales page
- Interior design options and final formatting for paperback and eBook
- Print and eBook files
- Keyword and category research (metadata)
- Upload to Amazon/Kindle Direct Publishing or Ingram Spark
- Consulting time needed as it applies to the work defined above

25,000 to 70,000 words: **\$5,460**

71,000 plus words: **\$6,370**

Author purchases separately: ISBN

Additional: Artwork, including graphics, charts, photos, photo retouching and illustrations are quoted separately, if needed.

All royalties go to author: Amazon or Ingram Spark account is in author's name with author's financial accounts.

Timeline: Approximately 8-10 weeks from receipt of fully edited manuscript.

Additional Costs:

Create hardback book files and upload files to KDP or Ingram Spark: **\$515**

Audiobook Production

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For authors who already have a book in either paperback or eBook format on Amazon

Audiobooks have been the fastest-growing segment of publishing for several years, largely because they fit seamlessly into modern, multitasking lifestyles and greatly expand the reach of content for authors. Tapping into this burgeoning audiobook market means more sales and royalty payments for you!

Audiobook publishing requires that the author must have a book either in paperback or eBook format on Amazon.

We offer a variety of options for full-service audiobook production and bring deep, proven experience to guide you through every step, ensuring your audiobook is polished, compelling and positioned for success.

Let's Create an Audiobook – Option #1 (Professional Narration)

This option is ideal for authors who want to own all audiobook royalties while working with a professional narrator and production team to create a polished, market-ready audiobook.

Includes:

- Initial consultation to discuss your audiobook goals and production requirements
- Recruiting, interviewing, auditioning and presenting several professional narrator options for your review and selection
- Professional narration and recording of your complete book by the narrator you choose

- Full audiobook production, including editing, mastering and preparation of final audio files that meet ACX technical standards
- Project management and production oversight throughout the entire process
- Creation of a square audiobook cover based on your existing book cover design
- Upload and publication through ACX, Amazon's audiobook distribution platform, making your audiobook available on Amazon, Audible and Apple Books
- Ongoing guidance throughout the production and publishing process
- You retain 100% of audiobook royalties

30,000–40,000 words: \$3,510

41,000–50,000 words: \$4,550

51,000–60,000 words: \$5,070

61,000–70,000 words: \$5,850

Let's Create an Audiobook – Option #2 (Royalty Share Narration)

An excellent choice for authors who want a professionally narrated audiobook while minimizing upfront production costs.

Please note that narrator options may be limited using this option.

This option allows you to have your audiobook professionally narrated without paying narrator fees upfront.

Through Amazon's ACX platform, we will recruit, audition and present qualified professional narrators for your consideration, just as we do with our full-service audiobook package. Once you select your narrator, the audiobook is produced under ACX's Royalty Share program.

Under this arrangement, the narrator is compensated through a share of future audiobook royalties rather than an upfront payment from you. Royalties earned from audiobook sales are split 50/50 between the author and narrator according to ACX's Royalty Share terms.

Includes:

- Initial consultation and project planning
- Interviewing, auditioning and presenting narrator candidates for your selection
- Coordinating and managing the entire audiobook production process
- Supervising quality control and final audio file delivery
- Creating a square audiobook cover based on your existing book cover
- Uploading and publishing the audiobook through ACX for distribution to Amazon, Audible and Apple Books

Royalty Share Narration - Management Fee:

30,000–40,000 words: \$1,045

41,000–50,000 words: \$1,235

51,000–60,000 words: \$1,555

61,000–70,000 words: \$1,755

Self-Narration Audiobook – Option #3 (Remote Recording)

Perfect for nonfiction authors who are “the voice of their brand.” Ideal for thought leaders, speakers, professionals, business owners and occasions where the story is best told by the author.

Includes:

- Pre-production session
- Realtime remote recording (designed to capture studio-quality sound) in a series of 90-minute sessions with producer present
- Recording sessions are scheduled by the author at their convenience and continue until the entire audiobook has been recorded
- Full editing and post-production through project completion
- 1 round of revisions and tweaks as needed
- Cover design adaptation for audio
- File management and uploading for distribution on Audible, Amazon and iTunes, and more than 50 additional online retail channels
- Marketing Assets: Blog Post, 5 Tweets, Newsletter, LinkedIn/FB Post, Quote Bullet Points
- (OPT) Microphone and headset kit drop shipped to you at additional charge of \$250
- You retain 100% of audiobook royalties

30,000–40,000 words: \$3,185

41,000–50,000 words: \$4,095

51,000–60,000 words: \$5,000

61,000–70,000 words: \$6,340

Premium Talent Casting & Audiobook Production – Option #4

In most cases, casting a professional voice actor is best for novels and fiction titles.

Includes:

- Casting services, up to 2 rounds per title
- Consultation on the selection of the voice actor

- Extreme care is given to ensure proper pronunciations, accents, dialects and characterizations
- Production process oversight through completion
- Communication, as liaison, with actor for revisions and tweaks as needed
- Cover design adaptation for audio
- File management and uploading for distribution on Audible, Amazon and iTunes and more than 50 additional online retail channels
- All talent fees **(except where above-scale celebrities are hired)**
- Marketing Assets: Blog Post, 5 Tweets, Newsletter, LinkedIn/FB Post, Quote Bullet Points
- You retain 100% of audiobook royalties

30,000–40,000 words: \$4,095

41,000–50,000 words: \$5,265

51,000–60,000 words: \$6,435

61,000–70,000 words: \$8,290

Podcast Production & Support

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In today's economy, launching an original podcast series is one of the most powerful moves a business professional, author, thought leader or consultant can make.

A podcast creates a direct, authentic channel to your audience, building trust, deepening engagement and positioning you as a credible voice in your field. It fuels your entire marketing ecosystem, generating a steady stream of content for social media, email campaigns, PR outreach and brand storytelling, while expanding awareness and creating meaningful, ongoing connections with your market. Unlike traditional advertising, a podcast invites conversation, fosters loyalty and opens doors to strategic relationships, partnerships and new business opportunities. With Ascot Media, you don't just launch a podcast; you build a high-impact media asset. Our team brings more than 15 years of hands-on experience in production, editing and global distribution, working closely with you at every step to ensure your voice is elevated, your message is clear and your series achieves real, measurable results.

We typically produce complete podcast seasons, so quality, branding consistency and momentum are protected over time. A season is a planning and quality unit, not a stop-start mechanism. Most of our clients publish weekly, and seasons typically span 13 episodes (a calendar quarter).

We also offer shorter run seasons. Ask for a quote.

All Packages Include Pre-Production & Planning Support

- Editorial positioning and show definition
- Episode format and structure
- Voice, tone and quality standards
- Intro/outro production
- Recording workflow and technical standards
- Publishing and platform setup
- Distribution set-up on all major podcast apps and platforms
- Season planning (13-episode roadmap)

Season – 13 Episodes: Audio + Video

- Remote recording with live producer
- Professional video/audio editing ready for distribution
- Editorial clarity and pacing pass
- Show notes, transcripts and episode graphics
- Season trailer episode
- 5 promotional clips per episode (audiograms/videograms)
- Guest and listee scheduling coordination
- Distribution to iTunes, Spotify, iHeart, Amazon, Google+
- Publishing, scheduling management and free hosting
- 1 round of revisions per episode, 5-day turnaround
- Full video production and YouTube/Vimeo assets

Total Cost: \$12,675 - (\$4,225 per month)

Season – 13 Episodes: Audio ONLY

- Remote recording with live producer
- Professional audio editing and mastering to make ready for distribution
- Editorial clarity and pacing pass
- Show notes, transcripts and episode graphics
- Season trailer episode
- 5 promotional clips per episode (audiograms/videograms)
- Guest and listee scheduling coordination
- Distribution to iTunes, Spotify, iHeart, Amazon, Google+
- Publishing, scheduling management and free hosting
- 1 round of revisions per episode, 5-day turnaround
- Full audio production and YouTube/Vimeo assets

Total Cost: \$8,450 (per month - \$2,817)

Screenplay Adaptation

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Have you ever dreamed of having your book made into a movie? Adaptation is a highly skilled craft. Let us take your book and translate it into a cinematic, character-driven story honoring your narrative while creating a script built to work on the screen.

Feature-Length Screenplay Adaptations

What We Do:

- Adapt fiction and nonfiction books into professional screenplays
- Collaborate closely with authors to preserve their creative vision
- Guide writers through the film development process with industry insight

What's Included:

Book Analysis

- We read and analyze your book in full
- Identify cinematic potential, tone and key narrative elements, which will be identified in the outline

Screenplay Outline

- Develop a detailed outline for the screenplay
- Includes structure, plot points and character arcs
- Submitted for your review, feedback and approval before writing begins

Screenplay Draft

- Full screenplay written based on the approved outline
- Delivered within 90 days of outline approval

Revisions

- Includes three minor revisions that do not involve a rewrite. Revisions are based on your feedback to ensure alignment with your vision. Minor revisions do not include added dialogue, restructuring of the script and added scenes.

Industry Consultation

- Access to our team for guidance on all aspects of film production and development

Movie Producer Screenplay Outreach

Once the script is finalized, we will market it to film industry professionals for a time period of 30 days to see if there is interest in it being produced. After 30 days, clients should continue to pitch their screenplay to the film industry.

Total Cost: \$39,000

Additional Costs:

- | | |
|--|-----------------------|
| ➤ Additional dialogue added to the script: | \$390 per hour |
| ➤ 2 new scenes added to the script: | \$6,500 |
| ➤ 5 new scenes added to the script: | \$13,000 |
| ➤ 6+ new scenes: | Negotiated |

Ghostwriting Services for Books

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AI has its place, but the co-creation of your book is a human-to-human zone.

When you hire a ghostwriter through Ascot, you get an accomplished human expert to help you tell your authentic story, share your genuine voice and bring your vision to life in print. **OUR WRITERS DO NOT USE AI.** If research is needed, tools will be used — and those tools might include AI. But the actual CREATION of your book — the WRITING and EXPRESSION of your ideas — is a human-to-human effort, built on conversations (typically via Zoom or similar platform) and sharing, and built using human creativity in the writing process. At Ascot, we have the (very human) resources you need to bring your book to life.

Our ghostwriters have written dozens of books across multiple genres in the last 15+ years. Some have written Wall Street Journal bestsellers, memoirs, leadership books, customer experience stories, business fables, spiritual texts, self-help manifestos and more. They have helped authors self-publish and sell multiple book projects to internationally recognized publishers. They have been contributors to Forbes, Fast Company, Entrepreneur and other national magazines and newspapers.

Ascot provides you with the following access and expertise along the way to publication:

- Ghostwriting is an exchange of ideas. Conversations drive content, as you share materials that you have created and enter into conversations to create the book that needs to come through you. You speak and share your story, and the ghostwriter shapes your message into chapters in a narrative so you can concentrate on other things (such as running a business, focusing on your family, enjoying your vacation or whatever pursuits you enjoy).
- These ghostwriting conversations put hours back into your day, as your ghostwriter's creativity and effort shape your story.
- Your ghostwriter works in concert with you, learning and sharing your voice and vision. Their expertise helps provide insight into your options around publishing, agents, self-publishing and more.

- An open mind is required. How much feedback (or pushback) can you accept? What input do you need from your ghostwriter? And, objectively, what input does your book need? Your ghostwriter can help you answer those questions in a candid and frank conversation. Are you up for that?
- Ghostwriters are not stenographers (people who take dictation). Part coach and part co-creator, your ghostwriter brings their expertise to amplify your own. Their expertise lies in capturing and refining your voice and applying proven storytelling techniques to your message so that you create greater impact. They spend time shaping and crafting your insights into chapters and, ultimately, a manuscript.
- You provide guidance and approval at every step along the way so that each chapter, each page, has your stamp of approval in the process.
- Ghostwritten books are co-created in approximately 120 days, depending on length, author availability and genre. (Longer engagements can result in higher fees.)
- The ghostwriting work includes coaching and consulting, to identify best title, subtitle, narrative themes, story arc, character (if needed), etc. Guidance on how to craft and pitch publishers is also included.

30,000–40,000 words: \$31,850

41,000–50,000 words: \$34,450

51,000–60,000 words: \$45,825

61,000–70,000 words: \$54,600

Ghostwriting Terms: \$12,995 down payment to begin work, meet with ghostwriter (via Zoom or similar platform), exchange ideas and existing materials, establish title, outline and key themes. Ghostwriter creates the first 50 pages of your book. Remainder of fees paid at 50-page milestones, based on double-spaced 12-point Playfair font in Google docs.

NOTE: Extensive research (if required) can add to these fees. Please contact us to receive your personalized price quote.

Author Platform & Digital Visibility Services

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For more than 30 years, our website developers have helped businesses, organizations and authors establish a strong online presence through professional website development, search engine optimization, digital marketing, hosting and emerging AI visibility strategies.

A successful author platform is much more than a website. It is a central hub for book sales, media exposure, speaking opportunities, audience growth and long-term brand development. Our goal is to provide authors with a single trusted resource for website development, visibility, marketing and ongoing support.

Website Development

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Starter Website – \$2,595

Ideal for first-time authors or small businesses seeking a professional online presence.

- WordPress website
- Up to 5 pages: Home, About, Books, Media and Contact pages
- Mobile-friendly design
- Contact form
- Email signup integration
- Social media integration
- Basic SEO setup
- Hosting setup assistance

Professional Website – \$3,895

Designed for businesses, authors actively promoting books, speaking engagements and media appearances.

- Custom WordPress website
- Up to 10 pages
- Multiple book showcase pages
- Media and Press Room
- Blog functionality
- Email marketing integration
- Online book sales capability
- Enhanced SEO optimization
- Social media integration
- Lead capture and audience-building tools

Premium Website Platform – \$7,145

A complete author marketing and sales platform designed for serious authors, speakers and thought leaders.

- Fully customized WordPress platform
- Multiple books and product sales
- Video and audio content integration
- Membership or subscriber areas
- Speaking engagement section
- Downloadable media kit

- Advanced SEO and AI Optimization
- E-commerce functionality
- Marketing automation integration
- Strategic growth consultation



Authority & Visibility Programs (SEO + AI Optimization)

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Starter Visibility Program – \$645 Monthly

Ideal for authors and businesses beginning to build their online presence.

Minimum 6-month commitment

- Keyword research
- Basic on-page optimization
- Technical SEO review
- Search engine submission and monitoring
- AI-ready content recommendations
- Monthly reporting

Benefits:

- Improved search visibility
- Better website structure
- Foundation for future growth
- Increased discoverability

Professional Authority Program – \$895 Monthly

Our most popular program for authors actively promoting books, speaking engagements and media appearances.

Minimum 6-month commitment

- Comprehensive keyword research
- Technical SEO optimization
- On-page optimization
- Author and book keyword targeting
- Blog and content optimization
- Structured data and schema markup
- FAQ development and optimization
- AI-ready content formatting
- Authority-building recommendations
- Internal linking strategy
- Search engine visibility improvements

- AI search optimization
- Monthly reporting

Benefits:

- Increased online visibility
- Greater author authority
- Improved discoverability for books and content
- Better positioning for media opportunities
- Enhanced AI search visibility

Premium Thought Leader Program – \$1,695 Monthly

Designed for authors, speakers, consultants and thought leaders seeking maximum online visibility and authority.

Minimum 6-month commitment

Includes everything in the Professional Program, plus:

- Advanced content strategy
- Monthly content planning
- Competitive analysis
- Expanded authority-building initiatives
- Enhanced AI optimization
- Reputation and brand monitoring
- Speaking opportunity optimization
- Knowledge panel development assistance
- Quarterly strategy consultations
- Priority support

Benefits:

- Market leadership positioning
- Greater media visibility
- Expanded audience reach
- Increased speaking opportunities
- Long-term authority growth
- Maximum online discoverability

Social Media Management

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Account Setup (One Time Fee)

- | | |
|------------------------------|--------------|
| ➤ LinkedIn Profile Setup | \$300 |
| ➤ X (Twitter) Profile Setup | \$300 |
| ➤ Facebook Author Page Setup | \$300 |
| ➤ YouTube Channel Setup | \$300 |

Starter Social Program – \$525 per month

Minimum 6-month commitment

- 3 posts per week
- Content scheduling
- Hashtag research
- Monthly reporting

Growth Social Program – \$895 per month

Minimum 6-month commitment

- 5 posts per week
- Content creation assistance
- Cross-platform posting
- Audience engagement monitoring
- Monthly reporting

Email Marketing

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Monthly Newsletter Management – \$350 per month

Minimum 6-month commitment

- Email platform setup
- Newsletter design
- Subscriber list integration
- Campaign management
- Performance reporting

Hosting & Website Care

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Managed WordPress Hosting – \$295 per year

Minimum 12-month commitment

- Secure hosting environment
- SSL certificate (Free)
- Daily backups
- Security monitoring
- WordPress software updates

Website Support & Content Updates

- 30-Minute Support Block **\$60**
- 1-Hour Support Block **\$85**
- 5-Hour Support Block **\$400**
- 10-Hour Support Block **\$750**
- 20-Hour Support Block **\$1400**
- 40-Hour Support Block **\$2600**