



## WHY YOU SHOULD CHOOSE ASCOT MEDIA GROUP:

- Voted #1 For Book PR by topPRagencies.com
- We get your press release to tens of thousands in the media
- We've helped authors reach the NY Times bestsellers list
- Our rates are lower than most in the industry
- Month-to-month plans available
- We guarantee media leads
- Other PR firms use our plans "behind the scenes"



Visit [www.ascotmedia.com](http://www.ascotmedia.com) "Testimonials" to see what others are saying about Ascot

**Select Plan - Cost: \$995 (per month):** Ascot Media Group understands that not everyone wants, needs, or can even necessarily afford a publicist working on their campaign and because of this we implemented the Select Plan 14 years ago. It continues to be the most popular plan Ascot has to offer. This plan has proven successful time and time again for our clients across the globe—for first-time authors, NY Times bestselling authors, celebrities, talent, products and services. The Select Plan provides a professionally written press release, with a great hook, for your approval. This release then gets distributed to thousands of different media personnel each week, including the majors! That's **FOUR mass distributions to the media, per month.** All media leads received are then forwarded to you for reply. We monitor all of our clients' leads each week for success. So, if you have the time to handle these very solid media leads (meaning, the recipient has responded to your release—with interest!), schedule your interview requests and provide the media with any additional information they might need, this plan is for you! Alternatively, if you are just too busy to do this yourself, and your budget allows for a publicist to handle the media leads, please see our Traditional plans.

**Semi-Traditional Plan - Cost: \$2,995 (per month):** This plan includes a publicist working on your campaign. A professional press release is created for your approval. Press release is distributed to thousands of different media personnel each week, including the majors! That's **FOUR mass distributions to the media per month.** Incoming media requests are handled by your Ascot publicist who will schedule interviews and obtain reviews. Your publicist will seek major national media interviews each week throughout your campaign. Leads are monitored weekly for success.

**Traditional Plan - Cost: \$3,495 (per month):** This plan includes a publicist working on your campaign. A professional press release is created for your approval. Press release is distributed to thousands of different media personnel each week, including the majors! You get **FIVE mass distributions to the media per month** for interviews and reviews, plus **FOUR mass distributions to bloggers per month** to help create a buzz through their blogs and other social media platforms. **That's two campaigns for only \$500 more** (a total of NINE mass distributions per month)! Incoming media requests are handled by your Ascot publicist who will schedule interviews and obtain reviews. Your publicist will seek major national media interviews each week throughout your campaign. Leads are monitored weekly for success.

**Select-Advantage Plan - Cost: \$1,495 (per month):** This plan is the same as the Select Plan but also includes: One additional mass distribution to the media for interviews and reviews, plus **FOUR mass distributions to bloggers** to help create a buzz through their blogs and other social media platforms. **That's two campaigns for only \$500 more** (a total of NINE mass distributions per month)!

**Traditional-PLUS Plan - Cost: \$4,995 (per month):** This plan is the same as the Traditional Plan but also includes: Press release distributions to all English speaking countries. It includes newswire submissions and press release submission to online press release sites for an Internet presence.

**Plan "Add-Ons" (Add to any month on your PR Plan)**  
**One-City Focus – Cost: \$395** – Saturation of your release to the media in the city of your choice.

**Celebrity Campaign – Cost: \$995** - We contact 40 celebrities (via their agents and publicists) asking for a celebrity endorsement, blurb, or mention on their social media platforms, of your book!

**Viral Campaign – Cost: \$995** - Buzz Up your PR Campaign: Social Media Marketing on Twitter and Facebook. Also includes promotion on social bookmarking websites, blogs, and press release submission to online press release sites. Report provided at end of campaign listing all links to Internet postings.

**School of Business Bulk-Buy Campaign – Cost: \$995**  
Pitch your business book to 100s of universities recommending purchase for classroom materials

**Speaking Engagement Campaign – Cost: \$995**  
Reach out to all Fortune 500 businesses for speaking engagements

**NEW Literary Agent/Publisher Plan - Cost: \$995**  
As most authors are aware, obtaining a literary agent and/or publisher is not an easy task. The big houses will only accept a manuscript from a literary agent, but typically the agents are often being pitched by hundreds of authors a month and all too often just don't have time to read even the pitches or queries on some of the most wonderful works that are available to them. It's a vicious cycle that results in nice but impersonal, all too familiar copy and paste rejection letters. So what does one do to break that cycle? Last year Ascot figured it out! When your next manuscript is ready, ask us how our 2020 trial worked! Last year we helped authors get traditionally published and so this year, we're excited to add it to our 2021 plans. (\*See testimonial, below)

Get a **FREE City-Focus (Saturation)** on a 3-month PR plan, when paid in advance at sign up.

**Call Ascot Media Group, Inc. TODAY!**  
**281-333-3507 / 1-800-854-1134**  
**PR@AscotMediaGroup.com**

**Testimonials** - Please visit <http://www.ascotmedia.com/testimonials.html> where you will find many more 'full contact' testimonials from clients, just like these below, including video testimonials. Ascot includes client contact information with all of their testimonials:

5 ½ years ago I received a new mission, "To Impact A Million People A Year Through Story." This year, I signed up with Ascot to help me accomplish that mission, and they certainly did. The doors that opened far exceeded my expectations. Not only did I get many interviews, podcasts, articles, radio & TV that had a reach of several thousand, but many that had a reach of well over a million, as many as 60+ million. The team at Ascot have been a delight to work with. I can't recommend them enough. **Linda Olson** – [www.wealththroughstories](http://www.wealththroughstories.com)

I wanted to take this opportunity to thank you and your associates at Ascot for the outstanding results (an average of 12 media hits per week for many weeks) that I have been getting from the marketing campaign for my book, *Deep Flavors*. You and your people have been incredibly helpful, but more importantly, the results have been truly amazing. For example, never did I expect to have my book reviewed in the *New York Times*, never mind such a wonderful review as the book received: <https://www.nytimes.com/2020/09/07/dining/deep-flavors-book-kenneth-horwitz.html?searchResultPosition=1> – To state that I am satisfied would be a serious understatement of fact. Thank you. **Kenneth M. Horwitz, Esq., JD, LLM, CPA Attorney and Counselor** – *Deep Flavors: A Celebration of Recipes for Foodies in a Kosher Style* – [www.deepflavorscookbook.com](http://www.deepflavorscookbook.com)

I was to the point in my career where both my brand and my various ventures needed consistent messaging from a publicist. Having worked with publicists in the past I was nervous about whether they would capture the true essence of what my mission is. Ascot has blown me out of the water with their professionalism, speed to market and quick response time. Since working with them I've been on all major media outlets. I highly recommend this incredible agency, the fabulous team, and a special shout out to Trish, who always makes sure the details are just right. **Michaela Renee Johnson** [www.michaelarenee.com](http://www.michaelarenee.com)

The team at Ascot Media need very little introduction. Here's what you will get while allowing them to showcase your product to the media. You will first get first class representation. Secondly, you're going to see opportunities that take your breath away. Thirdly, you're going to see them pick you up from the shock of great solid leads, then walk you through how to professionally communicate with each media person to land it! I received many high profile interviews having only done just one month of launching a campaign. Do yourself a favor, give them the keys and the wheel to your next launch, I guarantee they under promise and over deliver! **John Mouser** – [www.johnmouser.org](http://www.johnmouser.org)

I have used a few different PR firms. Many are a rabbit hole of promises and false hopes. Ascot is the real deal. They did a great job with my first book. They secured numerous high-end endorsements, over 50 reviews, 4 TV interviews and multiple radio and podcast interviews. At one point, I had too many interviews! Trish is sincere and they all work hard. I just signed up with two more books with them, and the results are even better. I am happy with their results, and I do recommend them. **Randal Bell, PhD** – *Me We Do Be: The Four Cornerstones of Success*. **Leo Fender: The Quiet Giant Heard Around The World** - <https://www.coreiq.com/dr-bell>

"If you're looking to get lots of quality bookings, I highly recommend Ascot Media for the job. Each month I entrust Ascot with a myriad of authors to promote and each month I have very busy authors engaging in interview after interview. They are also expert at customizing programs to suit the variety of needs of each author for his or her book. I've been in the publishing business, running a publicity department for almost 17 years and only wish I'd known about Ascot sooner!" Sincerely, **Kim G. Weiss - Director of Communications, HCI Books** – [www.hcibooks.com](http://www.hcibooks.com)

I hired Ascot Media Group to do a viral internet blitz. The results have been incredible. During the first month of its release, it hit numbers 33 and 31 on the NY Times best seller list. In addition to the viral campaign, Ascot targeted the media in the thousands, resulting in radio and television interviews that also helped push me on to the NY Times best seller list. I highly recommend Ascot Media to anyone looking for a big return on their advertising buck." **Steve Alten, Ed.D.** [www.SteveAlten.com](http://www.SteveAlten.com)

As the author of *From Heartbreak to Heart's Desire Developing a Healthy GPS (Guy Picking System)*, I decided to run a brief Valentine's Day campaign with Ascot Media. Wow! I was amazed by the response I got. I could hardly wait to look at my email every day. I would recommend them to anyone looking for short or long-term representation. I'm a satisfied customer and I will be back! **Dawn Maslar** - *From Heartbreak to Heart's Desire - Developing a Healthy GPS (Guy Picking System)* [www.dawnmaslar.com](http://www.dawnmaslar.com)

"...I have been using Ascot's services for approximately six months and I never fail to be amazed at the onslaught of leads that pour in for our authors – from top media outlets that include USA Today, The Today Show, Conan, ABC, CNN, Fox, Howard Stern, Entertainment Weekly and Intouch Weekly – too many to list here. Having received well over 800 interview requests for our authors in just the last sixty days, I have to say that in all my years working with the media I have NEVER found a team like Ascot's who are so dedicated and so on top of their game that they achieve this kind of media frenzy – ever! I trust them implicitly and feel secure in the knowledge they will expertly, as only Ascot knows how, bring in top results each and every time!" **Dr. Farrah Gray** - [www.drfarahgray.com](http://www.drfarahgray.com)

**\*New 2021 Literary Agent/Publisher Plan – Testimonial** - Ascot Media made the impossible possible. The professional staff was able to reach top editors from America's best publishing houses. Offers to publish my novel *Chains of Slavery* came in fast. I received the first one from Crosslink Publishing within days. Another one from Wipf And Stock Publishers followed shortly thereafter. Their process is simple, and the results were incredible. I can't begin to express how pleased I am with the work they did. **Brian E. Ridolfi** – *Bestselling author of What Does The Bible Say About ... The Ultimate Answer Bible Book and Useful Maxims In A World of Empty Speak* [www.brianridolfi.com](http://www.brianridolfi.com)

See many more testimonials, including video testimonials at: <http://www.ascotmedia.com/testimonials.html>