



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 "Testimonials" to see what others are saying about Ascot

Select Plan: 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 10 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.

Cost for USA (Includes Canada) \$995 (per month)

Global Plans (*English Speaking Countries Only) Cost: \$1,995 (per month)

Select-Advantage Plan: 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 asking them to help create a buzz by publicizing your release on their blog and other social media platforms. **That's two campaigns for only \$500 more** (a total of NINE mass distributions per month)!

Cost for USA (Includes Canada) \$1,495 (per month)

Global Plans (*English Speaking Countries Only) Cost: \$2,495 (per month)

Plan "Add-Ons" (Add to any month(s) 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 30 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.

Semi-Traditional Plan:

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.

Cost for USA (Includes Canada): \$2,995 (per month)

Global Plans (*English Speaking Countries Only) Cost: \$3,995 (per month)

Traditional Plan:

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** asking them to help create a buzz by publicizing your release on their blog 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.

Cost for USA (Includes Canada): \$3,495 (per month)

Global Plans (*English Speaking Countries Only) Cost: \$4,495 (per month)

***English Speaking Countries:** Antigua, Barbuda, Australia, The Bahamas, Barbados, Belize, Canada, Dominica, Grenada, Guyana, Jamaica, New Zealand, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago, United Kingdom: England, Ireland, Scotland, Wales.

Get a FREE City-Focus (Saturation) on a 3-month plan, paid in advance at sign up. The best bang for the buck!

Get started with Ascot Media Group, Inc. TODAY!

Call: 281-333-3507 or 1-800-854-1134

Email: PR@AscotMediaGroup.com

Fax: (800) 854-2207

Our plans work for authors, publishers, musicians, celebrities, products and services!

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

"As an author with more than forty books in print, several of them NYT best sellers, I am use to expressing ideas and emotions when I have a hundred thousand words to play with. But to try and define the team at ASCOT in just a few paragraphs??? That is one tough assignment! How about: Brilliant, Motivated, Supportive, Professional, Genius. Hmm, that would just be starters. Maybe a few sentences to describe what they've done for me: My career had been going rather well, but felt it could go higher and on a very blessed day a writer buddy, also an NYT best seller suggested I give ASCOT a call. I am not exaggerating on this . . . within seventy two hours of saying "let's team up," ASCOT calls me back and asks if I would be interested in going on FOX News. Within hours after that my book was heading to NYT best seller status. And that was just for starters! Sincerely, **William R. Forstchen Ph.D.** - Author of "One Second After" & "Pillar to the Sky," (just click on [One Second After on Amazon](#) and see how many reviews and sales ASCOT played a crucial role in developing!)"

"...Within hours of their first press release I had numerous requests for interviews, followed by a barrage of the same. I found myself engaged for radio and TV interviews across the country within a week, and it was so hectic that, frankly, my bookers and personal assistants could barely keep up. Ascot Media Group is the best PR company I have found in over a year of searching. They promise little but deliver the world."
Ron Eckerman - www.turnitupbook.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

"... We hoped it would be good, but we didn't imagine it would be THIS good. In the last 24 hours (as you know) I've received an additional 30 pretty solid media inquiries. We're very happy. This has been a huge success!" **Sean Harvey** - **Hunter House**

"Ascot has given us the opportunity to promote our book in a manner that does justice to the material we cover: TV, radio, magazines, editorials, reviews, and personal appearances. We have been on sixteen TV interviews from New York, Chicago, LA, Minneapolis, New Orleans and all parts in between. We have had three or four dozen radio interviews many of them one-hour programs, and we have become semi-regular guests on the Doctor Radio on XM and Sirius radio. None of this would have happened without the hard work and persistence of Ascot (and their secret contact list!)." **Lovera Wolf Miller, MD, FACOG, NCMP** - **David C. Miller, MD, MA, DABPM, NCMP** www.womenopausebook.com

"Ascot Media generated over 300 media responses within weeks. As a result of Ascot Media's efforts, Sports for Dorks received coverage from major print, radio, broadcast and internet channels from across the country. The team is professional and the approach is efficient. We look forward to working with Rick, Trish and the team in the future." **Ferhat Guven** www.sportsfordorks.com

"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

"I can't believe how much publicity I have gotten from your program. I know you told me this would happen, but I couldn't believe it. I have heard so many empty promises before, but this is AMAZING and full of truth! In just a couple days I have had over 35 media people contact me requesting my book, information, interviews, etc. I have even gotten us booked as regulars on a major radio station. Thank you so much!!!"
Judy Gaman - **Executive Medicine of Texas** www.emtexas.com

"I never expected to get the response to our book SOMETHING YOU FORGOT...ALONG THE WAY that we did. In one month we got over 80 media leads. These included requests from the likes of CNN, NBC, CBS Early Show, Fox News, Reader's Digest, and Marie Claire, just to name a few. This has lead to 7 radio interviews, with more in the pipeline, and 17 printed reviews, not including the mentions on many websites."
Frank Costelloe - **Ichimannendo Publishing, Inc.** www.i-ipi.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

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