



### 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. This plan has proven successful over and over 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 per month. All media leads received as a result of the distributions 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 after reading your release—with interest!), schedule your interview requests and provide the media with 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 the 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: \$3,395 (per month)

This plan is the same as the Semi-Traditional Plan; however, in addition to providing a publicist, an assistant publicist is also working on your team. This plan also includes: One additional mass distribution to the media, plus FOUR distributions to bloggers asking them to help create a buzz by publicizing your release on their blog! **That's two campaigns for only \$400 more** (a total of NINE distributions per month)!

#### Select-Advantage Plan Cost: \$1,395 (per month)

This plan is the same as the Select Plan, but also includes: One additional mass distribution to the media, plus FOUR distributions to bloggers asking them to help create a buzz by publicizing your release on their blog! **That's two campaigns for only \$400 more** (a total of NINE distributions per month)!

#### Royal Ascot Plan Cost: \$4,995 (per month)

The Royal Ascot Plan is a premium plan. It is the same as the Traditional Plan, but includes a monthly article created and distributed to newspapers and magazines; Viral marketing to help create a buzz; This campaign covers media interviews and reviews, bloggers and Viral, utilizing a Sr. Publicist, a Jr. Publicist and a Viral Project Manager.

#### "Add-Ons" Can Be Added To Any Plan (per month)

- \$ 225 – Book-Signing (No POD's; Stores order from distributors only)
- \$ 275 – One-City Focus (city media saturation)
- \$ 295 – Distribution requesting paid/unpaid speaking engagements
- \$ 395 – Notify chain and independent book stores about your book
- \$ 895 – Contact 30 celebrities requesting a book endorsement

#### Royal Ascot Plus Plan Cost: \$6,750 (per month)

The Royal Ascot Plus Plan is our top premium plan. It is the same as the Royal Ascot Plan, but includes all Plan Add-Ons! This plan includes everything Ascot has to offer—our entire team, using their combined expertise, fighting to give you every possible chance there is!

#### Get FREE Select & Select-Advantage Plan Month(s) with 4 months paid in advance at sign-up:

- Select Plan** – 5<sup>th</sup> month: Select Plan
- Select-Advantage Plan** – 5<sup>th</sup> month: Select-Advantage Plan
- Semi-Traditional Plan** – 5<sup>th</sup> & 6<sup>th</sup> months: Select Plan
- Traditional Plan** – 5<sup>th</sup> & 6<sup>th</sup> months: Select-Advantage Plan
- Royal Ascot Plan** – 5<sup>th</sup> & 6<sup>th</sup> months: Select-Advantage Plan
- Royal Ascot Plus Plan** – 5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> months: Select-Advantage Plan

**CALL TODAY!**

**1-800-854-1134**

**Email: [PR@AscotMediaGroup.com](mailto:PR@AscotMediaGroup.com)**

## 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:

"The team at Ascot Media is the absolute best! I used their services to promote my three new books; The Tap, Burst This! Frank McKinney's Bubble-Proof Real Estate Strategies, and Dead Fred, Flying Lunchboxes, and the Good Luck Circle. All represented entirely different genres, and Ascot approached each one with the same energy - always managing to reach top media outlets and getting more leads than I have seen from all prior PR firms. I also used them for assisting in the marketing of my latest oceanfront property, Acqua Liana - a \$22.9 million dollar home that has been billed as 'the greenest mansion in America,' as well as helping raise awareness for our non-profit organization Caring House Project Foundation that builds homes and a self-sustaining existence for poor and homeless families around the world. I would recommend Ascot Media and its results-oriented team to anyone wanting to promote their product, service or self."

**Frank McKinney: 5-time international bestselling author - [www.frank-mckinney.com](http://www.frank-mckinney.com)**

"...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](http://www.turnitupbook.com)**

"...Farrah Gray Publishing has 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.drfarrahgray.com](http://www.drfarrahgray.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 [www.hunterhouse.com](http://www.hunterhouse.com)**

"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](http://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](http://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](http://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](http://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 led 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](http://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, THE SHELL GAME 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)**

**... Find many, many more testimonials on authors, businesses, services and products at: [www.ascotmedia.com](http://www.ascotmedia.com)**

**For additional information call an Ascot Media Group representative: (281) 333-3507 / 1-800-854-1134 or email: [pr@ascotmediagroup.com](mailto:pr@ascotmediagroup.com)**