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 Member of The Publishers' Publicity Circle
 Partner Member of The Alliance of Independent Authors

How much will it cost to have a professional PR Campaign for your book? Pick a PR Package to suit your publishing projects – and your pocket

While it is generally accepted that a PR (media/press) campaign is a vital part of any successful sales and marketing plan for a book, it is also notoriously difficult to decide how much to spend on a PR campaign. Setting a budget for your PR campaign becomes even more difficult when you take into account the fact that professional publicists (no matter how good) cannot give you any guarantees that their efforts will generate the publicity or the sales you desire.

However, what we can tell you is that, using a professional publicist greatly improves your *chances* of gaining attention for your book – and it is considerably more cost-effective than paying for advertising.

In the extremely competitive field of book publishing, we believe that our range of PR Packages (with their defined lists of activities, timescales and set prices) will help you to choose the right PR Campaign to give your book the best chance of media coverage for your budget – and *without* committing you to a long-term (PR-Agency-style) contract of monthly payments.

(We also offer a range of add-on PR services which may be helpful. Please read on for more information.)

Who's who at Elly Donovan PR?

Elly Donovan and Vicky Edwards are experienced publicists who work mainly in book-publishing but who have also worked in PR/marketing across a number of other industries too. Elly and Vicky have been working together in PR/publicity, one way or another, since 2007 – and they share a passion for books.



Elly Donovan has worked in publishing and PR since graduating in 1980 and has an excellent network of media contacts (journalists, broadcasters etc) – plus an impressive track record of results. Elly was a magazine editor herself and then PR Manager for two publishing companies. She has ghost-written three published books. Elly was formerly Creative Group Head (Copywriter) for a London advertising agency; and was Project Manager for an international healthcare PR agency.

Elly set up EllyDonovanPR in Feb 2013. **Elly is a Member of**

The Publishers' Publicity Circle; and is a Partner Member of The Alliance of Independent Authors.

Vicky Edwards: A successful publicist & journalist, Vicky is also a published author (nine books to date and counting ...) An acclaimed professional broadcaster herself, Vicky knows what journalists and fellow-broadcasters are looking for in an interview, so, in addition to providing top-notch PR campaigns, Vicky is also our media-training expert, available to help our authors make the most of any media interview opportunities they are offered.



So, even though no publicist can actually promise you success when it comes to PR, the good news is that we believe we are well-placed to obtain the best-possible results for your money. We do hope that you will think so too! We look forward to hearing from you.

We offer PR Campaign Packages to suit most budgets
 Choose from one of three, pay-in-advance PR Packages (£800 or £1200 or £1600)
 plus a selection of add-on PR services such as Event PR and Media (Interview) Training

Please see over for details of our PR services >>>

Which Pay-in-Advance PR Package is right for your book?

Please see over for a comparative summary of the Elly Donovan PR Packages

All our PR Campaign Packages offer you a fixed price, a defined list of PR activities/services and a specified time-span so that you know, from the outset, exactly what will be done for your money.

Amongst other things, your publicist, (Elly or Vicky) will read your book (a service not offered by all PR agencies); **write & issue a press release** for your book; and then act as the **press officer** for your book, handling any media enquiries on your behalf, for the duration of the campaign.

As well as having great contacts in the media (relationships built-up over many years) we also subscribe to a state-of-the-art, on-line, **professional PR database of media contacts in UK and Ireland** to help us source national, local, subject-specific and niche media contacts for your book. (We *only* offer PR in the UK & Ireland.)

All our PR Campaign Packages include a **press cuttings service** to track and supply you with copies of press coverage for your book. Additionally, for 12 months following the end of the agreed campaign-period, we would continue to forward any media enquiries to you, for you or your publisher/agent to handle yourselves – so you won't miss-out on any belated interest that our PR campaign generates.

Important notes:

Ideally, PR efforts for a book should start a few months ahead of the publication (release) date

NB: Elly & Vicky do not handle sales, distribution, advertising, marketing, rights, production, design, editing *or* scheduling for your book. Enquires about such matters should be directed to your publisher and/or your literary agent.

Our PR Campaign Packages:

PR Campaign Package 1: £800 (per book or product)

The most economical PR campaign we offer, PR Package 1 is finely targeted and reaches out to around **200 UK & Irish media contacts (selected specifically for your book)**. It provides you with at least **20 hours** service from a professional publicist. PR Package 1 is suitable for non-fiction books that are going to be published during the next few months. PR Package 1 is often chosen by first-time, non-fiction or memoir authors or those authors who could not commission a PR campaign earlier in the publishing process. Please bear in mind that it may be possible to commission further PR services from EllyDonovanPR once you have assessed the media response to an initial PR campaign or if a fresh news angle arises.

PR Campaign Package 2: £1,200 (per book or product)

This is the most popular PR campaign we offer. It is suitable for novels, fiction, plays, poetry and children's books – as well as non-fiction titles, PR Package 2 reaches out to around **300 UK & Irish media contacts (selected specifically for your book)** and provides at least **30 hours** service from a professional publicist. This PR package is particularly suitable for fiction and non-fiction authors whose books are due for publication within the next four-to-six months.

PR Campaign Package 3: £1,600 (per book or product)

This is a wide-reaching PR campaign which includes some additional activities (if appropriate). PR Package 3 is suitable for fiction and non-fiction books that are due to be published within the next six months. Reaching out to at least **400 UK & Irish media contacts (selected specifically for your book)** and providing at least **40 hours** service from a professional publicist, this PR campaign has a broad scope and is suitable for established authors or those seeking to raise their profile across a wider audience.

IMPORTANT ADVICE about novels, fiction, plays, poetry & children's books:

The market for these types of book is *extremely* competitive (and the competition to obtain precious media coverage is even more intense than usual). If budgets allow – and unless the author is already commercially successful or is a well-known figure – we usually recommend **PR Package 2** as the most appropriate option for novels, fiction, plays, poetry and books for children (rather than PR Package 1).

Please see over for a comparison chart of our PR Packages >>>

Elly Donovan PR Campaign Packages 2017-2018: An Overview:

Book PR Campaign Packages: An outline of tasks included in each package <small>Terms & conditions apply: Please see over.</small>	Set-price, pay-in-advance Book PR Campaign Packages (NB: payment in advance is required before PR work begins)		
	PR Package 1	PR Package 2	PR Package 3
PR Package Price (per book)	£800	£1,200	£1,600
Hours worked on your behalf (minimum)	At least 20 hrs	At least 30 hrs	At least 40 hrs
Approx. no. of selected UK/Irish media contacts to receive the PR campaign by email	200 contacts	300 contacts	400 contacts
The <i>minimum</i> time we will continue to act as your press office* after the publication date of your book (or – in the case of published books – after the main PR campaign has been sent out.)	9 weeks	12 weeks	16 weeks
Author questionnaire to complete	✓	✓	✓
PR-Planning telephone conversation (if requested)	✓	✓	✓
PR Planning meeting (up to two hours) in Brighton	✗	✗	✓
An outline PR campaign plan	✓	✓	✓
Your book will be read by your publicist	✓	✓	✓
A professional press release (as a pdf)	✓	✓	✓
Press release made available via the EllyDonovanPR website (in addition to being sent to the media)	✓	✓	✓
One generic email alert	✓	✓	✓
Multiple audience-specific email alert s as appropriate	✗	✓	✓
Syndication article co-ordination and campaign to major regional media if appropriate	✗	✗	✓
Twitter/FB posts for <i>significant</i> media coverage	✓	✓	✓
“News” stories (with “click to buy” links) on EllyDonovanPR website when appropriate	✓	✓	✓
Sending PDF/ebook review copies (to be supplied by author/publisher) when requested by the media contacts	✓	✓	✓
Number of printed review copies sent out, with enclosures, free of P&P charges in UK (books to be supplied by author/publisher).	10**	15**	20**
Email follow-ups with all key media contacts	✗	✗	✓
Email follow-ups with interested media contacts	✓	✓	✓
Telephone follow-ups with interested media contacts	✗	✓	✓
Notification of any coverage that we learn has run or is forthcoming (and an interim PR update/progress report)	✓	✓	✓
A final summary PR report	✓	✓	✓
Professional Cuttings Service: supply of press clippings that Elly receives for your book from her cuttings service (IPCB)	✓	✓	✓
Selecting & supplying quotes from media coverage for use in your own promotions	✓	✓	✓
Forwarding any media enquiries received for one year after the PR campaign ends	✓	✓	✓
*ie: handling and media enquiries & liaising with author, including: supplying further information, photos & review copies (pdfs mainly) in response to media requests and putting the media in touch with authors to arrange interviews.			
** P&P charges will apply for sending out any additional review copies (UK) as follows: Paperbacks (max size: 230 x152 x30mm) £5.50 per book; Larger format books and hardbacks: £8.50 per book. NB: There is no charge for sending electronic, pdf review copies by email.			

Add-on pay-in-advance PR services available from Elly Donovan PR

Terms & Conditions apply – please see below.

For authors or publishers who commission one of our pay-in-advance PR Packages, we also offer the following services

Interview Technique and Media Training

- Want to make the most of any interviews you are offered?
- Need to learn or brush-up on your interview technique?
- Nervous about what to say to journalists and broadcasters?
- Worried about making a gaff on-air or in a press interview?

You may want to take advantage of our media training service with advice, practise interviews with feedback and personal interview-technique coaching.

Our media training is carried out by professional broadcaster (and published author) Vicky Edwards. To discuss your media training options, please contact EllyDonovanPR .

- **Depending on your requirements, our media training service usually costs around £400.**

PR services to promote Events/Launches/Book-signings/Author-Talks etc:

Please contact EllyDonovanPR for further information about PR campaigns to promote your events. Depending on what you require, the approximate costs are as follow:

- **The Basic Event PR campaign: £300**
- **The Standard Event PR campaign: £600**

NB: If you are planning a **large event/launch** and require **full event-management services** (or need help in other ways with your launch, book signings or appearances at events) please do contact EllyDonovanPR to discuss your needs. If we cannot help you ourselves, we may be able to suggest people who can!

Day-rate and retainer fees from Elly Donovan PR

- **One day: £600** (plus travel and any other reasonable expenses)
- **Five days: £2,750** (5 x 8-hour days plus travel and any other reasonable expenses)
- **Retainer fee arrangements – please contact Elly for details**

Can't find what you were looking for?

Please visit the PR Advice page on our website: www.ellydonovan.co.uk/pr-advice or contact us to discuss your specific requirements.

Terms & Conditions (1 September 2017– 31st December 2018) for working with Elly Donovan PR:

This text is intended as an outline of the main terms & conditions for PR Packages and Retainer Fee Arrangements. Orders received are only accepted on the understanding that the client/author understands and agrees that: • like all other professional publicists, Elly Donovan PR (ie: Elly Donovan and Vicky Edwards) cannot guarantee to generate any media coverage • Elly Donovan PR will not commence work on any set-price PR Package campaign until full (non-refundable) payment has been received • EllyDonovanPR will not commence work on a Retainer Fee Arrangement until a monthly Standing Order (or equivalent) is in place and the first monthly payment has been received. (Fees received are non-refundable). By placing an order with Elly Donovan PR you are agreeing to these terms and conditions and all other terms & conditions that have been supplied to you by letter or email or appear on the Elly Donovan PR website. You are also advised to carefully check any other requirements and advice outlined (verbally or in writing) by Elly Donovan PR prior to placing any order. Further terms, conditions and requirements may apply (and you are advised to check the terms and conditions supplied in your contract with your publisher or agent) as any additional work outside the scope of your agreement with Elly Donovan PR may incur additional charges. Terms and fees quoted above are current for firm orders placed (and paid for) before 31 December 2018. However, if unforeseen circumstances arise, Elly Donovan PR reserves the right to change prices, specifications and the availability of services without prior notification.



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