

QUOTATION AS PER THE FOLLOWING SCOPE OF WORK

TRADITIONAL MEDIA OUTREACH

S. No	Activity	Details	Frequency	Cost
1	Overall strategy, counsel and planning, reporting and account management	Onboarding		
		Strategic counsel and planning		
		Monthly plans		
		Participate in meetings/calls for briefings and strategic discussions		
		Report creation after event/press release distribution <i>*Metrics and format to be mutually discussed</i>		
2	Content Creation for PR	Messaging document finalization		
		Media pitch notes		
		One Media briefing book <i>*Subject to spokesperson interaction during briefing workshops/Interviews</i>		
		Creation of press releases		
		Authored articles/Op-eds/blogs		

S. No	Activity	Details	Frequency	Cost
3	<p>*Media Outreach across Nationals (Delhi, Mumbai, Bangalore, Pune, Hyderabad, Kolkata, Chennai)</p> <p>*Kindly add more sections for Vernacular outreach of press releases.</p> <p>Target Media includes: Print, Online, New Age, Electronic and Regional Media.</p>	<p>Participation in relevant industry stories</p> <p><i>*Placement of data from the reports</i></p> <p><i>**Spokesperson quotes</i></p>		
		<p>Press release distribution</p> <p><i>* Markets outside of scope will be charged as per stringer costs</i></p>		
		<p>Media briefings based on research reports, position statements, etc.</p>		
		<p>Placement of authored articles/blogs</p> <p><i>*Indicative media – National dailies/online portals/regional publications</i></p>		
		<p>Managing incoming media requests</p>		
		<p>Media interviews for spokespersons</p>		

CREATIVE CONTENT DEVELOPMENT

Activity/Component	Details	Frequency	Unit Cost	Total Cost in INR
<p>Case Study Booklet: the objective is to conceptualize and design a project case study booklet for the Industree – USAID Power Project. The task is to create a distinct theme for the report, to capture key narratives, showcase different stakeholders and the impact of the project</p>	<p>30-40 pager booklet content editing multi colour design and layout, print ready version IF will provide all photos, content, datapoints</p>			

Activity/Component	Details	Frequency	Unit Cost	Total Cost in INR
Annual report: The objective is to conceptualize and design a project case study booklet for the Indusree – USAID Power Project. The task is to create a distinct theme for the report, to capture key narratives, showcase different stakeholders and the impact of the project	30-40 pager A4 sized content editing multi colour design and layout, print ready version IF will provide all photos, content, datapoints	1		
TOTAL				
Management Fees				
Sub Total				
GST 18%				
Grand Total				

EVENT RELATED PR (SAMPLE)

Component	Pre-Event (5 Jan- 3 Feb)	Event (4 Feb)	Post-Event (5-28 Feb)
PR	<p>One messaging document</p> <p>Media pitch notes (as required)</p> <p>One media kit</p> <p>One press release</p> <p>2-3 select media interviews to seed information and invite journalist to event (embargoed as needed)</p> <p>Invite a senior editor/journalist to moderate a session (virtual event)</p>	<p>10-15 journalists invited to launch event (virtual)</p> <p>3-4 select media interviews on day of event</p> <p>One press release distribution in markets (Delhi, Mumbai, Pune, Bangalore, Hyderabad, Chennai, Kolkata and Vernaculars where required)</p>	<p>Media follow ups and furnishing requests</p> <p>Media coverage reporting</p> <p>One authored article and blog creation and placement</p>