



What makes Ascot Media Group so different?

We distribute your press release to tens of thousands of media personnel which generates excellent results!

It's just that simple!

(281) 333-3507



Visit www.ascotmediagroup.com "Testimonials" & "Press Room" To See For Yourself!

Select Cost: \$895 (per month)

Ascot Media Group understands that not everyone wants or needs 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 authors and publishers across the globe. The Select Plan provides a professionally written press release, with a great hook, for your approval. This release then gets distributed to ten thousand media personnel each week (approximately 40,000 per month), including the majors! 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 the leads, 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, then one of the 'Traditional' plans below that provide a publicist will work better for you.

Select-Advantage Cost: \$1,195 (per month)

Same as Select Plan, but also includes:

One additional mass distribution to the media (10,000) totaling 50,000. Plus we target bloggers to help create a buzz!

Semi-Traditional Cost: \$2,100 (per month)

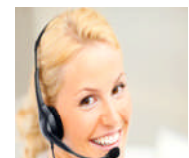
Professional press release created for client's approval.
Press release distributed to 60,000 media personnel each month.
Incoming media requests are handled by your Ascot publicist.
Publicist schedules interviews and obtains reviews.
Client/Publisher distributes books via mail to the media.
Publicist seeks major national media interviews.
Publicist distributes e-press-kits to media.
Publicist performs diligent media follow-up.
Leads are monitored weekly for success!

Traditional Cost: \$2,900 (per month)

Same as Semi-Traditional Plan, but also includes:
Additional 20,000 media PR distributions (80,000 total per month).
Publicist distributes the books/press kits via mail to the media.
Publicist schedules book-signings (and media).
Publicist schedules book tours.

Traditional-Plus Cost: \$3,700 (per month)

Same as Traditional Plan, but also includes:
Publicist will seek paid speaking engagements.
Publicist will seek bookstore placements.
Publicist will seek celebrity endorsements.



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Special: For any of our PR campaigns listed above, sign up for four months and get the fifth month completely free!

Buzz it up! Get your title posted all over the World Wide Web!

Premium-PR & Viral Cost: \$4,900 (per month)

Traditional-PR Plan (above) but also includes:
Press release is created and distributed in mass to bloggers.
Social Bookmarking - 275 postings per month.
Internet Press Release Distribution – 50 postings per month.
Directory Submission Service – 150 submissions.
Weekly: Publicist Team Pitching to the majors (3 Publicists).
Fax distribution to the majors with follow-up.
Report provided to client containing links of all viral postings.



Premium-PR & Viral-Plus Cost: \$5,700 (per month)

Traditional-PR Plan (above) but also includes:
Press release created and distributed in mass to bloggers.
Social Bookmarking – 600 postings per month.
Internet Press Release Distribution – 100 postings per month.
Directory Submission Service – 300 submissions.
Weekly: Publicist Team Pitching to the majors (5 Publicists).
Fax distribution to the majors with follow-up.
Report provided to client containing links of all viral postings.

Our plans work!

Please visit <http://www.ascotmedia.com/testimonials.html> where you will find many more 'full contact' testimonials from clients, just like those below:

Testimonials:

"...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.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 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](#)

"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, 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](#)

... Find many more testimonials at www.ascotmedia.com (Including: Businesses, Services and Products)

How to get started:

1. Fill out the agreement, scan and send via email to your representative, or fax to: 832-813-5154.
2. Fill out the author questionnaire. Copy and paste as much information into the questionnaire as possible. Send the questionnaire via email to your representative (**please do not fax**).
3. Send your check to the address on the agreement, or use PayPal: pr@ascotmediagroup.com.
4. Upon receipt of the signed agreement, the author questionnaire and your payment, you will receive a draft press release for approval, usually within a couple of days. Once you have approved your press release your campaign will typically kick-off within one week.
5. Media Training Tips will be provided by Ascot Media Group.

For additional information, contact your Ascot Media Group representative directly, or call: (281) 333-3507