

Tariff for 2018

Below are the standard charges for EASTWEST Public Relations services. These are valid when accompanied by a Contract and Terms.

OUR APPROACH

EASTWEST offers clients consultant-based billing on projects and retainers, delivering value derived from the experience of our consultants at various levels.

Professional Fees - One Time

Base Fees

S\$3,500/ USD2600/ RMB17,500

Covers initial client briefings/calls, familiarisation with business objectives and marketing strategy, development of initial plan, press office set up, customisation of media and analyst database. (To be charged with initial project only)

HOURLY RATES

Our consultant fees on an hourly basis are as below:

Consultant's Levels	In SGD	In USD	In RMB	In GBP
Managing Director	\$450	US\$340	RMB2250	£249
Associate Director	\$360	US\$280	RMB1800	£199
Senior Associate	\$280	US\$220	RMB1400	£154
Executive Associate	\$230	US\$180	RMB1150	£127
Associate	\$180	US\$140	RMB900	£99
Administrator	\$80	US\$60	RMB400	£44

RETAINER FEES

Fee structure

EASTWEST PR works on a time and materials basis. This style of working fosters a proactive and healthy agency attitude. If activity levels go down, it is our responsibility to revisit the PR plan and develop initiatives that support the program strategy.

Unused (residual) budget can be rolled forward for use in later months, in anticipation of activity spikes. This way you don't lose unspent budget as you do when paying a retainer. If we are approaching the budget limit early in the month, we advise you in good time so that you can decide whether to bring forward budget or release other funds (or to reprioritise activities).

Clients are encouraged to work on a relationship basis, reaping the benefits of retainer packages. We have a scaled pricing model offering discounts to clients that commit to monthly activities with EASTWEST. The retainer includes hours spent by staff of all levels, including Director level.

Additional Costs

Out of pocket expenses (10% of professional fees)

Good and Service Tax / sales taxes -at prevailing government rate is applied if applicable

Broadcast coverage (television, radio) will be charged extra as this is outsourced

Newswire distribution will be charged extra as this is outsourced

Local PR agency support in individual markets

Package for basic retainer:

Package	Base fee @ S\$2500/ US\$1850/RMB12,500	Professional fees (Monthly)	OOP - 10%	MM	Monthly Hours allocated
1		S\$5500/US\$4050/RMB27,500			20hrs
2		S\$6750/US\$5000/RMB33,750			25hrs

3		S\$7950/US\$5,850/RMB39,750			30hrs
4		S\$10,400/US\$7700/ RMB52,000			40hrs

PROJECTS

Online Video

Online video releases give a business stronger credibility and inspire confidence from the stakeholders. Click here to see examples of [video release](#)

Standard online video package **US\$ 2,500-5,000**

- 2 minutes video
- + 2 hours shooting
- + 2 hours editing
- + 2 uploads to your website or Youtube account

*** Optional: Online promotion** **US\$ 5,000-8,000**
Maximise video views with online promotion

- Submission of each video on top 5 online video sites
- Creation of company profile in each 5 video sites
- Tagging and optimization for search engines
- Full performance report

Professional Corporate video package **US\$ 6,000-9,000**
- up to 10 hours shooting (max. of 2 locations)

- Videographer and sound man
- Equipment use + green screen
- Output: Time-coded and normal video (time coding for 2 hours)
- Courier video material in hard disk drive

Interviews and Informal Meetings

Pitching one on one interview with representatives of the client, including preparation of backgrounder, review of story angles, press briefing, provisional list of questions & answers with clients and media follow-up **US\$2,500**

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| Pitching and securing introductory meeting with tier 1 media | US\$ 1100 |
| Pitching and securing interview (generic) | US\$ 1800 |
| Pitching and securing interview (regional business tier 1 or broadcast) | US\$ 2500 |
| Pitching and securing editorial opportunity (industry) | US\$ 1450 |
| Per interview set-up and attendance by consultant | US\$ 1000 |

Background Information **US\$1,600**

Preparation of corporate and/or personnel background information sheet for use with interviews and releases (up to two A4 pages)

SPEAKING OPPORTUNITY

Identifying and securing speaking / sponsorship opportunity

US\$1800

PRESS RELEASE

Research, writing, translation (English to Chinese) distribution and follow up
US\$2,800

Localization, translation (English to Chinese) of release, distribution, follow-up
US\$2,200

Distribution of one release without alteration
US\$1,800

Interviews (in conjunction with distribution of release)
US\$1,800

Setting up one on one interviews with representatives of the client, including press Briefing,

provisional list of Q&As, and media follow-up

Analyst briefings

One-to-one briefing with one industry analyst (coordination, support and follow-up)

US\$4,000

MEDIA BRIEFING

Media briefing (group 4-6 pax)
US\$5500

Media briefing (group 7-10 pax)
US\$7500

Feature Articles

Writing up to 3000 words
 US\$3,200

Writing up to 1500 words
 US\$3,200

Writing up to 1000 words
 US\$2,800

Writing up to 500 words
 US\$1,800

Placement of pre-written feature/technical articles US\$2,000

Placement of pre-written feature/technical articles provided by client US\$2,400 -
 2,700

Press Kit

Preparation of press kit including collation, photocopying but excluding production of releases and third party costs e.g. duplication (up to 50 sets) US\$1,200

Briefing

Including writing of press invitation, logistics, co-ordination of personnel, briefing client and follow up with the media US\$4,600-9,200

Message and Media Training

Preparation of materials for training media facing personnel. This includes development of key message workshop, role-play and video analysis.

Half day (<4 attendees)
 US\$5,000

Whole day (<4 attendees)
 US\$7,600

Per attendee fee for additional attendees above 4
 US\$800

Messaging workshop - half day
 US\$2,500

Refresher media training - half day US\$2200

Media Monitoring

EASTWEST provides news monitoring for clients so that they know what is being written about them, their competitors, and the industry. This information is collected, analyzed and made available in real time in a dedicated secure on-line library and via customized e-newsletters.

Item	Set up	Monthly	Quarterly
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Monitoring of clips without Analysis

- per client company name	US\$290	US\$580	
- per competitor name	US\$290	US\$580	
- per industry	US\$290	US\$580	

Monitoring of clips with Analysis and Report

- per client company name	US\$490	US\$2,300	US\$5,700
- per competitor name	US\$390	US\$1,560	US\$4,500
- per industry	US\$390	US\$1,560	US\$4,500
- Share of voice report	US\$390	US\$1,560	US\$5,400

Up to 30 clips per week.
 Additional clips at US\$15.00 per clipping

Translations

Translations can be arranged into Asian languages including: Chinese (Simplified & Traditional), Thai, Bahasa Indonesia, Korean, Japanese, Tamil, Bahasa Malaysia, and Filipino which is based on the language of Tagalog. The price for translations depends upon the length and technical content.

English to Chinese: per 1,000 English characters US\$ 80-150

Chinese to English: per 1,000 Chinese characters US\$ 120-160

Road shows

Road shows to cities within Asia can be arranged with costs separated into professional fees and third party expenses.

SEO/SEM

> SEO audit: USD 3,200 including:

Website audit report
keyword analysis
onpage optimization recommendation
Link building recommendation
ranking analysis on Google, Yahoo, Bing, Baidu

> Complete website optimization: USD 3,600.-/month

Up to 30 webpages. Minimum of 4 months with first payment on contract signature.

The package includes:

Site Review + Consulting
Keyword Research Package
Hands-On Editing of Pages/Code
Manual Link Building Campaign
Ranking analysis on Google, Yahoo, Bing, Baidu
Monthly report
Management of PPC campaign (Google & Baidu)

Third Party Expenses

The purchase of goods and services on behalf of the client are subject to industry standard 17.65% mark up. Other items not included in this Tariff can be quoted for separately according to client requirements.

Out of Pocket expenses and Government service taxes will be levied as applicable.

Other items not included in this Tariff can be quoted for separately according to client requirements. Please do not hesitate to [request further information](#).

For a quote that addresses your specific requirements, please contact us [using this form](#).