YOUR  
LOGO

**COMPANY NAME**

PRESS-RELEASE DISTRIBUTION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to manage your press-release distribution needs. We specialize in crafting and distributing impactful press releases to ensure maximum visibility and media coverage for your brand.  
  
This proposal outlines our approach to delivering effective press-release distribution services for [Client Name].

# Project Objectives

The primary goals are:  
  
- Increase brand visibility and media presence  
- Distribute press releases to targeted media outlets and journalists  
- Amplify newsworthy announcements to relevant audiences  
- Track media coverage and provide performance analytics

# Proposed Services

Our press-release distribution services include:  
  
- Press release writing and editing  
- Targeted media list creation and outreach  
- Distribution through PR networks and direct journalist contacts  
- Media follow-ups and relationship building  
- Monitoring and reporting of media coverage

# Scope of Work

Scope includes:  
  
- Initial consultation to define press-release objectives and key messages  
- Drafting and approval of press-release content  
- Distribution to relevant media channels and contacts  
- Follow-up communications and media engagement  
- Coverage tracking and reporting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Drafting | Define objectives and draft press release | [Start Date] |
| Distribution & Outreach | Distribute release to media outlets and journalists | [Date] |
| Follow-up & Media Engagement | Engage with media and secure coverage | [Date] |
| Monitoring & Reporting | Track media mentions and provide analytics | [Completion Date] |

# Pricing

Estimated cost breakdown for press-release distribution services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Press Release Drafting | Write and edit press release content | [Amount] |
| Distribution & Outreach | Distribute release to targeted media contacts | [Amount] |
| Media Follow-ups | Engage with journalists and secure coverage | [Amount] |
| Monitoring & Reporting | Track coverage and provide performance reports | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a full-service PR agency with a proven track record in press-release distribution and media relations.  
  
- Experience: [X] years in public relations and media outreach  
- Expertise: Strategic communications, media network building, performance analytics  
- Mission: To help brands amplify their voice and achieve media visibility through effective press-release distribution

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Product launch press-release distribution for a tech startup  
- Outcome: Secured media coverage in top-tier publications and generated 500+ media mentions  
  
Testimonial:  
“[Your Company Name] successfully positioned our announcement in key media outlets, significantly boosting our brand visibility.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, balance upon distribution completion.  
Service Scope: Includes press release drafting, distribution, media engagement, and reporting.  
Client Responsibilities: Provide company information, approval feedback, and access to key contacts.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this press-release distribution proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_