

MEDIA



COMMUNICATIONS



MEDIA CONSULTATION



WHAT WE CONSULT?

- Types of media with regard to the product or service - print, digital, television, radio, outdoor and indoor advertising (OOH), etc.
- Suitability of individual titles according to target groups and data media
- Target groups of the product or service
- Comprehensive media plans
- Communication plans
- Assistance in choosing a media / creative / PR agency
- Prices - we will advise you if there is a possibility of a better price
- Content marketing - web, social networks, blogs, etc.

WHAT DO YOU GET?

- Independent assessment of media campaigns in terms of quality and price
- New possible promotion formats
- Insight into current media trends and their (non)advantages
- A look at the media market in the whole context
- Cooperation with senior experts with expertise
- Professional and above-standard approach
- Time savings

WHAT ARE THE EXPENSES?

- 60 min. consultation = 119 € (price is valid until 31.12.2020)
- Travel outside the center of Prague by car = 0.90 € / 1 km
- Payment is always in advance, cashless.
- The distance in kilometers is determined by Google Maps.

MEDIA TRAINING



WHAT WE TRAIN?

- Publishing houses and their titles - print, digital, radio, television, books, internal and external advertising media (OOH), etc.
- Individual titles - orientation according to data in the media jungle
- Atypical promotion formats and when to use them
- What types of bonuses can be obtained for advertising and are they always given?
- How to communicate with the media - REPs, journalists, marketing
- What about „free“ PR communication?
- Orientation in social networks
- And others by agreement

WHAT DO YOU GET?

- You get time you would otherwise spend searching for opportunities to promote your products or services in the Czech Republic
- Current overview of the Czech media world
- Tips for other possible promotion of your product or service
- Insight into the functioning of Czech media houses
- We train individuals and groups
- For all who are going to cooperate with the Czech media houses

WHAT ARE THE EXPENSES?

- Individually, at the client's place or online, min. 2 h
- Price per hour = 199 € *
- Groups, at the client's place or online, max. 4 h, min. 5 people
- Price per person = 119 € *
- Preparation for group training = from 399 € *
- Travel outside the center of Prague by car = 0.90 € / 1 km
- Payment is always in advance, cashless.
- The distance in kilometers is determined by Google Maps.
- * Prices are valid until 31.12.2020

ANOTHER SERVICES



WHAT ELSE DO WE OFFER?

- Media planning and buying
- Audit of media plans
- Management of social networks - FB, IG, YouTube, LinkedIn, etc.
- Public Relations - a comprehensive PR strategy
- Media Relations
- Newsletters – planning, buying, community target groups
- Content marketing - blogs, websites, posts, etc.
- Editorial activities
- Business activity - pricing, margins, negotiation, etc.

WHAT ARE THE EXPENSES?

- Calculations are individual according to the required services
- Possibility of a monthly fee with a discounted hourly rate (minimum is 10 hours / month)
- The hourly rate in 2020 is 119 €
- It is also possible to purchase work on a one-time project.
- Travel outside the center of Prague by car = 0.90 € / 1 km

CONTACT

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REFERENCE

e.conomia



TARSAGO



CNC⁷



mediální skupina **mafra**

