

## **Rates and Services**

### **Our Services**

*Steve Kisby and Associates* can transmit your announcement, advisory, release, or poster to national, regional, local, ethnic, specialty, and neighbourhood media and to activist, non-governmental organizations and interested individuals based in the lower-mainland; to leading national, regional and local media throughout British Columbia or the Yukon; and to leading national and regional media across Canada or the U.S. Media covered includes newswires, bureaus, correspondents, radio, TV, newspapers, magazines, and some freelance journalists. Our Main media and Media other than main Local-calling-distance-from-Vancouver lists, for instance, together reach around 100 different outlets.

### **Local-calling-distance-from-Vancouver Broadcast Lists**

Lists include: Main media, Media other than main, PSA media, Activists/activist groups, Forestry interest only, Wildlife interest only, Womyn interest, Native groups/interest, Human Rights, Youth, Sports shops, Bicycle & skate shops, and others. Specialized lists can be setup if you provide the names, fax and phone numbers. Please phone or email us for details.

#### **Activist Rates**

- \$15 first page, \$5 per additional page, (plus applicable sales taxes) for broadcast to any combination of local-calling-distance-from-Vancouver lists.

#### **Non-Activist/Commercial Rates**

- \$30 first page, \$15 per additional page, (plus applicable sales taxes) for broadcast to any combination of local-calling-distance-from-Vancouver media lists.

### **Long-distance-from-Vancouver Broadcast Lists**

Lists include: B.C. provincial-wide media, Yukon provincial-wide media, Canada-wide main media, U.S. newswires and major media, Victoria main and local media, Native media and news services, Native organizations, and others. Specialized lists can be setup if you provide the names, fax and phone numbers. Please phone or email us for details.

The typical long-distance cost for a 1 page release to the entire B.C. provincial-wide media list between 11 p.m. and 8 a.m. is \$40. For a 2 page release \$50.

#### **Activist Rates**

- \$15 first page, \$5 per additional page, plus long-distance charges (and sales taxes) for broadcast to any combination of long-distance-from-Vancouver lists.

#### **Non-Activist/Commercial Rates**

- \$30 first page, \$15 per additional page, plus long-distance charges (and sales taxes) for broadcast to any combination of long-distance-from-Vancouver media lists.

## **To Use Our Service**

### **Please follow these steps to use our *Press Release Media Service***

1. Prepare the information you would like to release. This may be a flyer suitable for posting, a statement from your organization, or an advisory to the media. We recommend that any statements or advisories be on your organization's letter head in a "press release" format. On request, we can send you a package of example flyers, releases, and advisories.
2. Prepare an email message or fax cover sheet authorizing us to send out your release. In this message or sheet state **where** you would like your information sent, **when** you would like it sent, and your billing address. Include your name and phone number in case we need to contact you if the attachment or image was not received properly. This authorizing message or sheet will not be sent out with your release – it is for our internal use only.
3. Email your release and authorizing message to **prms@shaw.ca**. With the authorizing message in the body of the email, include your release as a PDF, Microsoft Word, or OpenOffice Write **file attachment**. Note: Do not send your release "embedded" within the body of the email message.
4. If sending to us by fax, send your cover sheet and release to **604-323-0224**. If possible, fax it using "fine" resolution mode (as apposed to "normal" or "course" mode). This will make your release easier to read by recipients, especially if any recipients re-fax your release to others.  
Note: Almost all fax machines and computers with fax capabilities can send in fine mode, although on some machines it is not obvious how to do this. Some machines will only switch to fine mode when paper is loaded and ready to send.
5. Important: After you have sent your release to us, phone us at **604-323-0204** to alert us and confirm that we have received what you want send out. This is especially important if your release is time critical and/or needs to go out as-soon-as-possible. If we are not in the office, please page us at **604-401-9317**. The sooner we know a release is ready to go, the sooner we can start sending it out and not miss it.

### **Some hints on using *Press Release Media Service* effectively**

- Keep the same "look and feel" for each and every release from the same organization. Consistency will enhance your organization's credibility and identity. Where possible, be as brief and to-the-point as possible. Try to keep media releases to no more than two pages. Also include email and web site addresses in the release.
- If faxing to us, try to use paper with little or no background colour or "flecks" which are picked up by the fax machine. Background colours or "flecks" slow down the fax transmission and can make your information hard to read. If your organization uses recycled paper with heavy fleck content, consider making a black and white copy of your letterhead on non-bleached white paper for media releases. If you want to know what your information will look like after it has been faxed or how fast it will send, place it in your fax machine and press "copy".

### **Receive news and views directly by fax — at no charge to you**

If you have a fax number within local calling distance of Vancouver, you can receive – at no charge to you – the latest news and views from advocacy and activist groups as it happens. You can receive information on all topics or specific areas of: ecology, forestry, wildlife, native, womyns issues or just Public Service Announcements (event announcements). Just provide us your name, phone and fax number, and ask us to place you on our broadcast list. Don't have a fax number or want to receive our fax releases by email? Check out Internet fax services such as [www.k7.net](http://www.k7.net), [www.srfax.com](http://www.srfax.com), or [www.efax.com](http://www.efax.com) and send us your Vancouver fax phone number.