

# Choose the right public relations firm to meet your needs.

Choosing a public relations firm to meet your particular needs can be daunting. You are looking for a company with a reliable & consistent service; familiar with your industry or sector; well-connected with the media and easy to work with. You may also be new to buying PR services so you need to understand what you are buying and what to expect from the service.

**Integra Communications** want to make sure that anyone who enquires about public relations support receives the information they need. This is done in several ways:

- One hour free consultation sessions for individuals
- 'Have You Got News for Us?' media workshops in London
- Use of Integra's Guide to Preparing a PR Brief
- Media Workshops in association with Business Link or Chambers of Commerce
- 'PR on a Beermat' the e-book by Louise Third offer price £9.99

If you decide to buy PR services Integra Communications recognises that organisations' needs and budget can vary enormously. That's why we offer three levels of service which allow any organisation to gain the benefits of public relations whatever their situation.

## **Integra PR Support - £650** +vat per month

An Integra Director works with in-house marketing or communications staff to provide advice and assist in completing the company's PR activity.

The package includes a monthly meeting in person or by tele-conference, telephone advice and press release advice and checking. Clients can also be provided with appropriate contacts from the Integra media database and distribution lists. Clients also benefit from hearing about opportunities for coverage.

## **Integra News Service - £725** +vat per purchase

An ideal solution for the one-off creation and distribution of news releases. Integra research and write the news release on behalf of the client. A database of media targets is created, and the release is issued by Integra. Clients are responsible for any follow-up work with the media, provision of photography and collation of cuttings.

## **Integra PR Service – from £1,300** + vat per month

This is the full service for clients who want to incorporate Integra's service into their overall marketing activity. Integra advises the client on all PR activity, building a monthly plan with clear outputs, outcomes and targets. Integra is responsible for the creative generation of press releases, for the briefing of target media and for securing the appropriate coverage. An additional charge at cost is made for a cuttings service.



# Why choose Integra Communications?

Launched in 2001, Integra has built a strong reputation for effective delivery of PR support for both public sector campaigns and private corporate clients. The company directors are well regarded by editors and journalists for their openness, creativity and integrity.

“We were more than satisfied with the level and quality of coverage we achieved through working with Integra Communications. We even secured coverage in both the Financial Times and the Sunday Times, something we would never have achieved on our own! We feel we were very well advised with regard to the direction our PR took. Integra really rounded off the rough edges of our messages and the more subtle approach certainly worked well for us.”

[Mike Alcock, Atlantic Link](#)

“The coverage we received for the Enviro-entrepreneur Schools definitely contributed to an increase in offers of funding for Years 2 and 3. We enjoy good communication with Integra. They are always there when we need them and always very helpful.”

[Martijn Mugge, QED Consulting](#)

“And Integra are great to work with. Whilst they are extremely professional in their approach, we enjoy a very relaxed, informal relationship.”

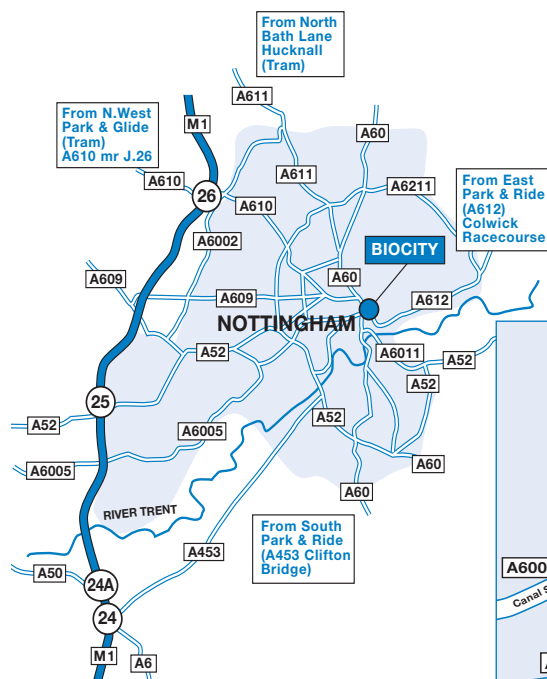
[Glenn Crocker, CEO BioCity Nottingham](#)

“I’ve found a fantastic PR in Louise Third.”

[Rachel Elnaugh, entrepreneur, speaker and author.](#)



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## HOW TO FIND US

