

ECnow.com Pay for Press Fee Schedule

Description of Services (Above 2 / Month)				
TIER	PRICE	RADIO	TELEVISION	PRINT / or WEB
Bronze	\$ 150.00	College		Newsletters (up to 500 subscribers)
	\$ 200.00		Local/Regional Cable Access	
	\$ 250.00	Web Radio or Single Airing Web Cast		
	\$ 300.00	Local Show, Regular Interview		Newsletters (up to 5,000 subscribers)
	\$ 350.00	Interviews in Local City		Local Print Newspapers
	\$ 400.00	Web Radio or Web Casting with Affiliates or Multiple Airings or Archived		
	\$ 600.00		Local Television Shows	Newsletters (above 5,000 subscribers)
Gold	\$ 1,000.00	Nationally Syndicated Show (at Least 20 Affiliates)	Multi-Market Smaller TV Shows	On-line/Print in Magazines or Newsletters (above 15,000)
	\$ 1,500.00			On-line/Print Regional Papers in Major Markets
	\$ 2,000.00		National TV Shows	On-line in Major Magazines (Including, but not limited to: Time, Forbes, Fortune, Newsweek, U.S. News & Report) or Print in National Magazines.
Platinum	\$ 3,000.00	Major show (with at least 150 affiliates or a listening audience above 150,000)		Print/On-line in Major Newspapers (NY Times, Wall Street Journal, etc.)
	\$ 3,500.00			Print in Major Magazines (Time, Forbes, Fortune, Newsweek, U.S. News & Report)
	\$ 4,000.00		Major TV Shows (Including, but not limited to: Oprah, Today, Larry King, The View, Good Morning America, 60 minutes, Dateline, NBC, 48 Hours, Tonight Show, David Letterman, Nightline, Prime Time, 20/20, Prime Time Evening News on ABC, NBC, CBS, CNN, CNBC, ESPN, MSNBC, The Early Show, Regis & Kelly, Rosie)	

Note: For Gold and Platinum prices for months with 2 placements, please subtract \$600 for TV or Print/Web, \$400 for radio.