

# The Basic Media Kit



The Media Kit is the essential tool to obtaining desirable publicity.

The polished, up-to-date media kit sells you and your story to all kinds of media, gives you credibility, and provides background information at a glance. It can even be the source of actual content used by anyone who agrees to publicize you or your business. Therefore, the media kit should be impeccably presented, factually correct and showcase you – the subject – in the best possible light.

Over time you may choose to add press clippings, copies of a newsletter, or even a CD/DVD.

## THE BASIC MEDIA KIT INCLUDES:

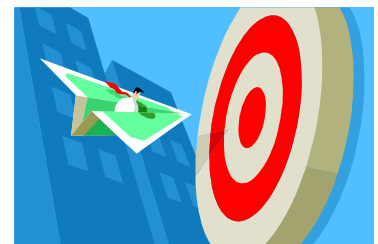
- Cover page including photo and testimonial/endorsement
- Press release
- Bio/supplementary info page
- Sample interview questions
- Additional endorsements or testimonials (optional)

## PLUS YOUR PITCH LETTER:

- Your cover letter template used to pitch an interview, personal appearance or speaking engagement - the “sales pitch”

Includes document design, writing and editing. Final document supplied in MS Word format for use by client. Client supplies digital images and other content, background information plus review copy of book or other media.

**Cost:** \$500



To commission your media kit contact Leigh Kramer at [410.366.3309](tel:410.366.3309) or [leighk@helicoptermarketing.com](mailto:leighk@helicoptermarketing.com). The Basic Media Kit is brought to you by Helicopter Marketing & Communications.