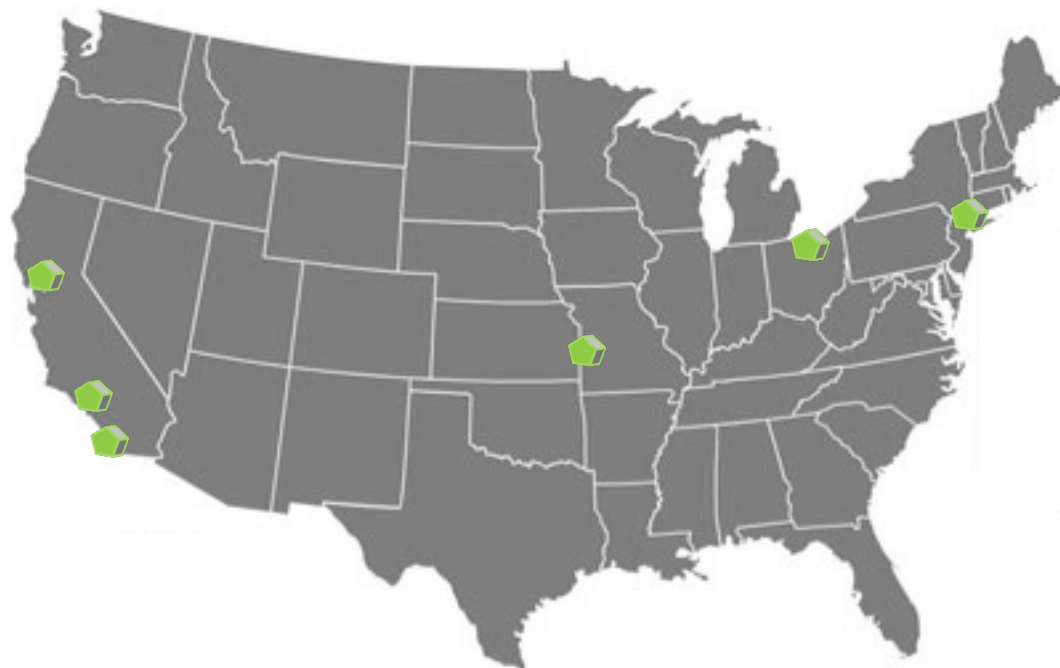


srpr | shev rush public relations
Los Angeles | San Jose | San Diego | Cleveland | New York

Who We Are

SRPR is a boutique virtual agency that was established in 2005, and is headquartered in Los Angeles and New York, with satellite offices in Cleveland, Kansas City, San Diego, San Francisco, and Silicon Valley.



Why We're Different

- We're specialists with decades of collective experience in technology, interactive, and professional services marketing; accounts are run with senior staff managing day to day interactions and strategy
- We're a boutique agency that only takes on a limited number of clients in order to provide personalized, highly-responsive service
- We guarantee our results, ensuring clients' return on their PR investment
- All of our staff comes from client-side vs. an agency background; we are uniquely in tune with the demands and realities of internal marketing departments, sales staff and executive teams
- We develop custom reports that allow clients to analyze their PR investment and activity
- We offer a "PR to BD Roadmap" to guide our clients through the most effective ways to leverage PR placements in other sales and marketing channels, including social media, turning PR into solid sales leads.

Our Value



SRPR has won several industry awards:

- Named one of Top 5 Small Public Relations Firms in the U.S.
- Named one of Top 25 PR Practitioners in the U.S.

Both of these awards are unique in that the votes come directly from the editors and journalists of publications with whom we interact throughout the year. There is no predetermined list from which to choose – journalists cast votes solely on their opinions, interactions and recollections of which PR professionals and agencies are the “best of the best.”

Our Philosophy

The SRPR approach focuses on the three “R’s”: right content, right reporter, right time.

RIGHT CONTENT

We work with our clients to make sure their content is not only consistent with company goals and messaging, but written to best pique a reporter’s interest.

RIGHT REPORTER

We take a targeted approach when reaching out to reporters. Rather than blasting a pitch to 300 contacts, we read a reporter’s coverage to be sure the content we’re sending is the right fit. We start every communication by citing a recent story or series of stories to demonstrate our familiarity with their work.

RIGHT TIME

Reporters are always on deadline, and reaching them at the ‘right time’ is a key ingredient in making media placements. We are sure to respect their time constraints and fully research outlet deadlines and story cycles to ensure we are reaching them at the most opportune time.

Our Results



The New York Times



TIME



REUTERS

Forbes

INVESTOR'S BUSINESS DAILY



The Washington Post

Newsweek

AP Associated Press



FORTUNE

Bloomberg

Los Angeles Times

Our Experience



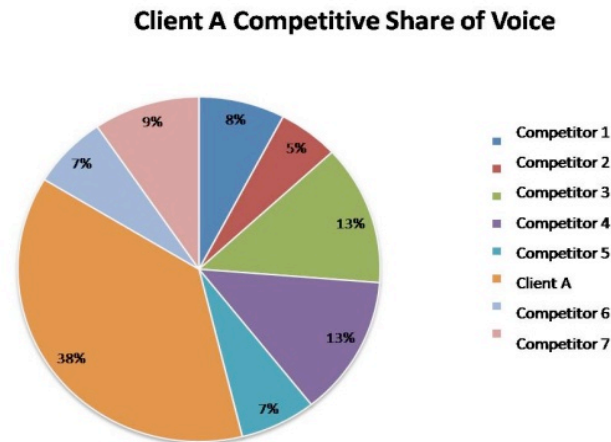
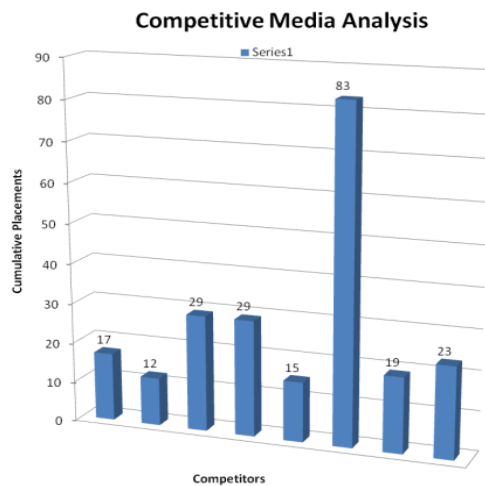
Sample Reports

These reports represent two examples of the reports we share with clients in order to help them gain valuable insight into activity level, effectiveness of PR strategy, and return on investment.

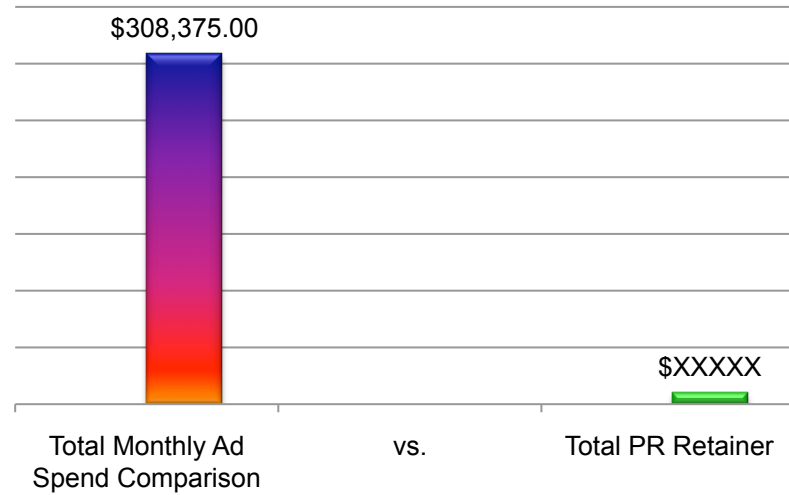
Sample Deliverables & Measurement

SRPR understands the need to quantify PR results. We provide the following reports:

- Activity and Status Reports
- Placement Reports
- ROI Analysis
- Share of Voice Reports
- Competitive Media Analysis



Ad Spend Report



Monthly Ad Rate Report

Publication	Date	Ad Rate	
Internet Retailer	Jan 3rd	\$9,040.00	full page color
Wall Street Journal	Jan 10th	\$277,645.00	full page color
ecommerce Journal	Jan 14th	\$350.00	month banner
eMarketer	Jan 15th	\$2,500.00	for newsletter
American Banker	Jan 18th	\$18,840.00	full page color