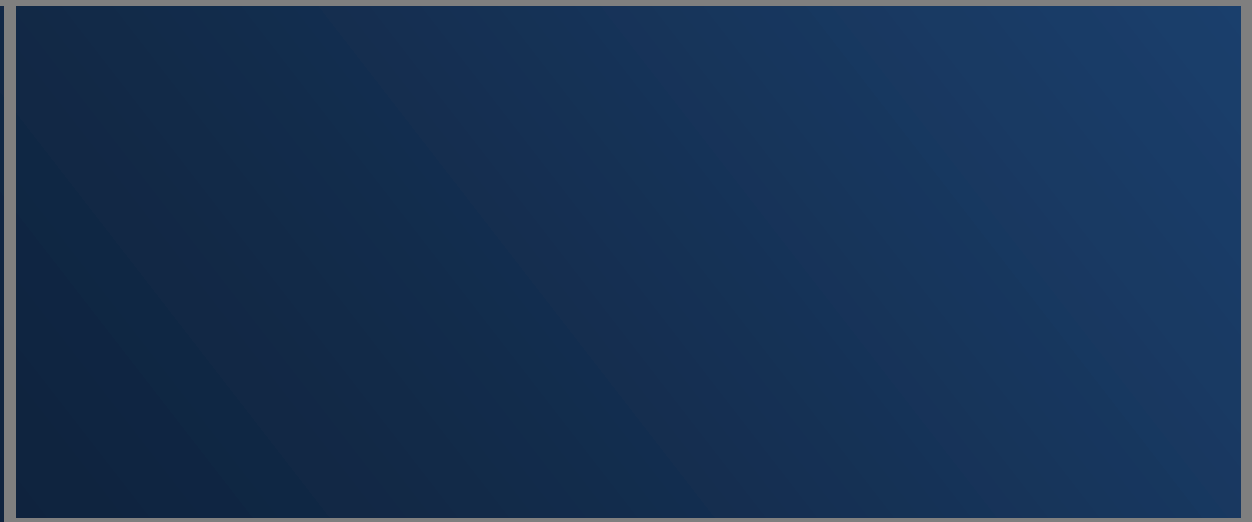


**AVALON COMMUNICATIONS**

***Media Kit***





## ABOUT AVALON COMMUNICATIONS

Avalon Communications is a strategic public and investor relations firm specializing in delivering fresh ideas to consistently and proactively communicate their client's message and increase visibility in their focus markets. Avalon uses their depth of experience and established media contacts to position their clients to continue to attract the right customers, business alliances, investors and employees.

Established in 2005 as a full-service firm, Avalon works closely with their clients in developing key messages to reach their target audience. Whether the goal is to launch a new product, better position a company within a target market or increase overall visibility of services and products, Avalon can help produce tested and measurable results.

Avalon's pricing is highly competitive and in most cases far less expensive than competitors. Avalon tailors their fees to each company depending on needs, requirements and resources. Avalon works diligently to determine a fee that makes sense for everyone and barring a major and ongoing shift in time-requirements, Avalon does not alter the fees. In addition, Avalon's retainer fees are all inclusive.



***“ We understand the importance of creating market awareness, increasing visibility and building credibility. All of these combined work to create a name and brand for you and your company and ultimately drive sales. ”***



## AVALON'S CORE OFFERINGS

- Identification of target markets and development of key messages.
- Review of current and development of new corporate collateral including company website, product brochures, presentations, marketing kit, and other PR related documents.
- Cultivation and maintenance of interest amongst the industry and media community to increase company and service offerings visibility.
- Development of a 6-12 month action plan for events, trade shows, press releases, and applicable speaker presentations, to increase marketing momentum and maintain continual communication with the customer base and media community.
- Ongoing PR and marketing counsel, guidance and support for questions and needs that arise in the daily course of business.
- Management of vendor relationships including website development services, celebrity requests for services, event attendance requests, newswires, printers, event planners, trade show coordinators, etc.

***“ THE POWER OF PUBLIC RELATIONS IS  
TURNING SITUATIONS INTO OPPORTUNITIES ”***



## AVALON'S NEW CLIENT INTRO CAMPAIGN

### **3 MONTH CAMPAIGN**

***Only \$1,500 per Month!***

Avalon's targeted 3-month New Client campaign will specifically focus on generating media awareness and coverage of your products in national and regional print magazines and newspapers.

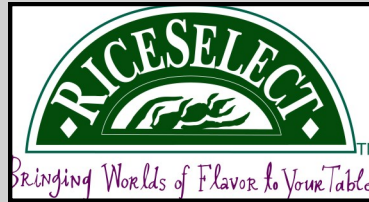
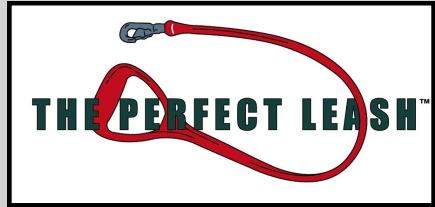
Working closely with you, we will identify the vertical markets that are addressed by your product(s). We will then actively target and pursue coverage of your product line for features published in national and regional magazines and newspapers.

#### **Campaign Includes:**

- **Targeting**—Specific targeting of editors for coverage of your product(s) in national and regional print magazines and newspapers
- **Intro Press Release**- Press release positioning your product(s) for exposure in national and regional magazines
- **Contact List**- Development of contact list of editors covering your product line for product mentions and feature stories
- **Individual Pitching to Editors for Coverage**
- **Follow up and Coordination** with editors (fielding inquiries, sending hi res photos, etc.)
- **Securing Hard Copies of Placements As They Occur.**



## AVALON'S CLIENTS





## CLIENT TESTIMONIALS

*"We've worked with Avalon for almost a year now and have received tremendous media coverage. They get results! The exposure we've received from Avalon Communications efforts has opened many doors and significantly increased our sales."*

**- Deb Dershem – Owner - Just Ducky, Inc.**

*"Working with Avalon allows us to focus on growing our web business rather than doing the legwork to secure media placements in order to increase national exposure of our brand."*

**- Bob Bergstrom –  
Marketing Manager –  
Ceramcor**

*"I would highly recommend Avalon Communications for your PR needs. They have helped our company grow from a start up to a nationally recognized company in a short period of time!"*

**- Deborah Vinci –  
President – Cool-It Cady**

*"Avalon is clearly a results-driven firm. They go the extra mile to get their clients in the mainstream consumer media and keep them there."*

**- Kim Overton –  
Founder- Spibelt**

*"Avalon Communications has quickly become a critical part of our team. Not only have they produced amazing results by acquiring beautiful placement for our brands across a wide spectrum, but Dawn Ryden and the whole Avalon organization has been extremely reliable. From always providing dependable updates to following up with any potential leads, it is such a pleasure to work with a firm that you know you can always count on. In today's hectic world where emails get lost in overstuffed inboxes and phone lines are always busy, Avalon's organized, quick, and effective actions have become a key asset that we are extremely grateful for. I highly recommend Avalon to any organization looking for a PR firm that delivers results."*

**- Kicker Kalozdi – Sales & Marketing – The Kalencom Corporation**

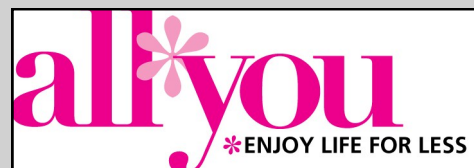


## AVALON'S PLACEMENTS





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