

PR & MEDIA OUTREACH COST CALCULATOR

CAMPAIGN / PROJECT NAME

DATE PREPARED

PREPARED BY

TARGET LAUNCH DATE

1. Agency & Consultant Fees

2. Media Distribution & Wire Services

3. Content Creation & Design

4. Media Tracking, Software & Tools

5. Events & Press Conferences

6. Sponsored Content & Paid Partnerships

7. Miscellaneous & Travel Expenses

TOTAL PR & OUTREACH BUDGET

NOTES & STRATEGIC COMMENTS