

# MEPAX SERVICES 2020



- **Press Release** per country ..... 300 €  
with following services:
- Translation ..... 90 €
- Sending ..... 60 €
- Clipping (print, online, newsletters, JPG and PDF) ..... 90 €
- Follow-up (email, meetings, phone calls) ..... 60 €



- **Editing**
- PR editing/1000 words ..... 800 €
- Small news ..... 250 €
- Application story ..... 1 200 €



- **Events & Exhibitions**
- Press Conference (cost per attendant capped at 6 000 € by event) ..... 250 €
- One-to-one journalist interview ..... 300 €



- **Social Media**
- Automated Feed by month/country  
with a landing page: PR, clipping, event ..... 150 €
- Post editing ..... 40 €
- Manual Feed, posting existing content ..... 40 €



- **Advertising Campaign on Social Media** ..... 300 € to X

LinkedIn / YouTube

**Quality approach.**

Our added value: targeting companies, not the sector. It costs approximately 3 € per click and generates around 100 impression for 1 €.

Facebook / Instagram

**Quantity approach.**

Acquire a large amount of followers at a low price.

Average cost per follower 0,05 €.

Twitter

**Mixed approach.**

It costs 3 € per follower and generates 300 impressions for 1 €.

- **Social Media Press Conference**

Social Media Press Conf. for 1 country ..... 2 000 €

Social Media Press Conf. for several countries ..... 5 000 €

- **Competitor Monitoring**

Country/month (price based on 6-8 competitors) ..... 300 €

Pricing customized based on client's size and selection of countries.