

# Maximum Exposure

*Public Relations*

## What we can do

At Maximum Exposure PR we create marketing communications programs that are creative, dramatic, powerful and cost-effective.

### Media Relations

Business and consumer

- Print
- Broadcast and Cable
- Online

### Public Relations Counsel

An uncommon depth and range of experience at your service

### Strategic Communications Planning

Shaping a precise program, based on our knowledge and your budget

### Special/Media Events

Effective coordination, implementation and publicity

- Product launches
- Pitch and Place
  - Media tours
  - Sponsorships
  - Openings
- Meetings, Seminars and Conferences
  - Sports promotions

## **Editorial/Writing Services**

Copy with style and impact

- Press releases/kits
  - Brochures
  - Newsletters
  - Web sites
  - Bylined-articles
  - Op-ed pieces
- Scripts/Speeches/Presentations

## **Media Training**

We'll help you handle the media like a pro

## **Advertising**

Full Service – from concept to placement

- Print, TV, Radio
- Direct Response
  - Web Strategy
- Design and Implementation
- Corporate Identity Programs