


ABSOLUTELY

PUBLIC

RELATIONS®

And Marketing Services


**Specializing in
Media Relations.**

The strategies and
tactics that yield
impactful media
placements for you,
your organization
or issue.

Maggie Chamberlin Holben



Counselors Academy Member





Maggie Chamberlin Holben, APR

Impactful media placements.

In national media, like:

Entrepreneur

More, USA Today

Redbook, Associated Press

Inc. Magazine

Woman's World, First For Women

E! Style Television Network

Or in trade press, such as:

Water Environment & Technology

Plants Sites & Parks

National Defense

Military Engineer, Army Engineer

The Manufacturer

Drug Topics, U.S. Pharmacist

Computer World, Pharmacy Times

Or local exposure:

The Denver Post

Denver Business Journal

9 News, Denver Daily Journal

Rocky Mountain News

Westword, Fox 31 News

WB2 News, 850 KOA Radio

Colorado Construction



Special Products

Feature Article Placement/Expert Status Awareness

12-month commitment suggested. Includes online media exposure to facilitate placement success. In addition, a minimum of three strong customer or client testimonials are necessary, which must be legally referenceable in the media.

Newsmaker Strategy

Helps you make the news that the media covers — stage a special event, do a survey and release the results, sponsor a non-profit event or special project, participate in a co-promotion, give a speech or seminar, apply for/receive an award or special recognition.

- includes strategy, budget for implementation and timeline -*

Crisis Analysis and Response Strategy

*Who are those people?
Why do they dislike our company or organization?
What can we do about it?*

- includes strategy, budget for implementation and timeline -*





Awareness Packages *Local, Trade and National*

Awareness packages are designed with one thing in mind: getting maximum media exposure for you or your organization. Packages include refining and positioning your message for optimum media interest, crafting the appropriate media advisory or news release, building a targeted media contact list, acquiring compelling photography, posting your information at one of our online newsroom websites for media access and hyperlinking, disseminating via newswire, pitching the appropriate beat reporters and editors, monitoring your exposures, and providing an evaluation of the results.

An awareness package is a “fit” if you have something newsworthy to announce, such as:

- **New Company or Division**
- **Expansion**
- **New Product or Service**
- **Name Change or Relocation**
- **New President, General Manager or other Key Employee**
- **Major Contract, Merger or Acquisition**
- **Major Funding**
- **National Award or Special Recognition**
- **Controversy or Editorial Rebuttal**





**ONLINE
PRESS/MEDIA
KIT**

www.online-presskit.com

1-20 pages -- includes domain
(yourcompany-presskit.com --
final URL dependent upon availability).



**PUBLIC
RELATIONS
NEWSROOM**



**DENVER
PUBLIC RELATIONS
NEWSROOM**

www.publicrelationsnewsroom.com
www.denverprnewsroom.com

The online newsrooms for
Absolutely PR. Here news releases,
background information, bylined articles
and photographs are posted for convenient
media access during the editorial
pitching process.



**EXPERT
INFORMATION
ONLINE**

www.expert411.com

Expert Information for journalists,
connects reporters to sources and
resources.





Client & Employer Credits

Light Force Therapy
Baxa Corporation
Adventures In Color Technology
Foster Wheeler Environmental Corp.
ARCADIS, Inc.
Consensus Communications
InfoNow Corporation
ICG Communications
McKinley Marketing Partners
Grubb & Ellis—Martens Commercial Group, LLC
Early Music Colorado
GD&A Advertising & Public Relations, Denver
Colorado State Fair & Exhibition
baby-products.com, Boulder
Rocky Mountain BLIMPIE
Mountain Chateaux, Telluride
The Lida Groups, Wichita/Kansas City
Columbia Overland Park Regional Medical Center
Mid-Kansas Pediatrics Associates
Kansas Communities That Care
MVP Architects
Learjet, Inc.
Galichia Medical Group, Wichita
Chamberlin-Nicks, Inc.
Emprise Bank
St. Francis Regional Medical Center
Residence Inn by Marriott
Safelite AutoGlass
Midwest Heart & Vascular Institute
The Coleman Company
Union National Bank
Kansas Gas & Electric Company
Quik Print, Inc.
Wichita Symphony
Advertising Concepts, Inc.
Mademoiselle Magazine

Maggie Chamberlin Holben, APR

3343 S. Nelson Court

Lakewood, Colorado 80227

303-984-9801 maggie@absolutelypr.com

FAX 303-986-4630 www.absolutelypr.com

www.publicrelationsnewsroom.com

www.expert411.com

www.online-presskit.com

www.denverprnewsroom.com

