



Price List – Public Relations Consultancies

Introduction

This price list is for public relations consultancies. It outlines the pricing for the ‘web’ component of the NLA licence. It is for organisations receiving a media monitoring service from a licensed press cuttings agency or web aggregator. This Price List should be read in conjunction with the NLA standard **Price Lists** and **Guide to Electronic Distribution of Newspaper Cuttings**. Please note that ‘Web’ fees are in addition to the standard NLA licence fees and all prices quoted are exclusive of VAT. Fees applicable from January 2010

Client Copying Fees

If you send Web **and** Print content electronically to your clients then the fees are calculated per client and according to the number of regional titles required. Please note that the e-mail fee is per individual e-mail address.

Basic Fee Nationals	+ up to 5 regional titles	+ up to 10 regional titles	+ up to 20 regional titles	+ up to 30 regional titles	+ up to 50 regional titles	+ up to 100 regional titles	+ up to 150 regional titles	+ up to 250 regional titles	All regional titles
£159.50	£12.50	£23.00	£42.50	£69.00	£114.50	£223.00	£331.50	£458.00	£1,373

If you **only** send Web content electronically to your clients then the fees are as follows:

Basic Fee Nationals	+ up to 5 regional titles	+ up to 10 regional titles	+ up to 20 regional titles	+ up to 30 regional titles	+ up to 50 regional titles	+ up to 100 regional titles	+ up to 150 regional titles	+ up to 250 regional titles	All regional titles
£145.00	£11.50	£21.00	£38.50	£62.50	£104.00	£203.00	£301.50	£416.00	£1,248

Please note that if you only send Print content electronically to your clients then please refer to the standard Price List for Public Relations Agencies

Web Options (for internal copying)

Clients of media monitoring agencies can choose between two tariff options depending on requirements. The rights and permissions are standard across each.

Variable – The fee for the Variable option is based on the total volume of estimated links in a year.

Fixed – The fee for the Fixed option is based on the number of recipients (permitted users) of an electronic service and the organisation’s headcount.

Variable

To estimate the volume of links supplied in a year the NLA uses actual links received in a 2 week period multiplied by 26 (no. of fortnights in a year) and by the number of staff who receive the cuttings. Each link is charged at the rate of 5p.

Variable Example

A company who receives on average 20 links in a fortnight, to which 10 staff members have access, would pay:-
20 X 10 X 26 X 5p = £260.00



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Fixed

The fee for the Fixed option is based on the number of recipients of an electronic service and the organisation's headcount. Simply select the number of recipients of an electronic service in the first row of the table below and then select your corresponding headcount. Read across to determine the fee payable.

Headcount	1 user	2 to 3	4 to 5	6 to 8	9 to 15	16 to 20	21 to 30	31 to 50	51 to 100	101 to 250	251 to 1000	1001 to 2500	2501 to 10000
1-5	58	58	58										
6-25	58	68	109	153	214	290	366						
26-50	78	116	186	261	365	494	623	936					
51-100	105	157	252	352	493	667	842	1,264	1,589				
101-500	132	198	317	444	622	842	1,062	1,596	2,005	2,770	3,741		
501-1,000	159	239	383	536	750	1,016	1,281	1,924	2,417	3,340	4,512		
1,001-5,000	187	280	449	628	879	1,190	1,501	2,255	2,834	3,916	5,288	7,467	11,030
5,001-10,000	214	321	514	720	1,007	1,364	1,720	2,584	3,246	4,486	6,059	8,555	12,636
10,001-25,000	242	362	580	812	1,137	1,539	1,940	2,915	3,663	5,061	6,835	9,652	14,256
25,001-50,000	269	403	645	903	1,265	1,712	2,159	3,243	4,075	5,631	7,606	10,739	15,863
50,001-75,000	296	445	711	996	1,394	1,887	2,379	3,575	4,491	6,206	8,382	11,836	17,483
75,001-125,000	324	485	777	1,087	1,522	2,060	2,598	3,903	4,904	6,777	9,153	12,924	19,089
125,001-200,000	351	526	842	1,179	1,650	2,233	2,817	4,232	5,317	7,347	9,923	14,011	20,696
200,001+	378	567	908	1,271	1,779	2,408	3,037	4,563	5,733	7,922	10,700	15,108	22,316

Fixed Example: A company with 7 recipients (users) and 95 staff would pay £352.00



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