

# ROCK THE DEADLINE WHITE LABEL CONTENT SERVICES

PACKAGE AND PRICING OPTIONS

## GET DETAILS ON THE FOLLOWING PACKAGES

- CURATION SERVICES
- ORIGINAL ARTICLES AND RESEARCH
- EBOOK AND WHITE PAPER PROMOTION
- WEBINAR AND VIRTUAL EVENT PROMOTION

For questions or custom quotes, contact:

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## CURATION SERVICES

Not enough time in the day to research enough material to curate or write your own value-added commentaries? Let RTD's expert curators lend a helping hand with one of our custom curation packages.

Packages start at

**\$349/mo**

Discounts available  
for quarterly billing

### PACKAGE ELEMENTS

#### KICK-OFF STRATEGY MEETING

To start things off, your Rock the Deadline consultant will contact you to schedule a one-hour strategy session to discuss your goals and specific topics of interests. Together, you'll build an implementation plan and identify metrics that can be used to measure the progress of your goals.

#### CURATED ITEMS WITH VALUE-ADDED COMMENTARIES

Depending on the package you choose, each week you will receive one or more pieces of curated content with original commentaries that you can post on your blog. Each curated item includes

- Proper citation with link back to original reference
- 200+ words of original commentary on curated item, tailored to your audience
- SEO copy for meta title, description and keywords
- Royalty-free image to be used with blog post and/or social media posts promoting the blog
- Call-to-action at end of commentary, if applicable. This may be a message encouraging readers to sign up for your newsletter, follow you on one or more social media channels, download an ebook or white paper, etc. Options for this will be discussed at the kick-off strategy meeting.
- 2 tweets to promote the curated blog post on Twitter
- 2 messages that can be used to promote the curated blog post on Facebook, Google Plus, LinkedIn, or other social media channels

#### RTD STUDIOS SUBSCRIPTION

All packages include a subscription to the Rock the Deadline Studios. For more information about RTD Studios, see the last page of this document.

#### ADDITIONAL CURATION RECOMMENDATIONS

You will also get daily recommendations for relevant material to share on your social media accounts or on your blog with your own added commentary. You'll be able to easily access these recommended reads within your Rock the Deadline Studio.

#### DEDICATED CONTENT MANAGER

In addition to RTD's online support system, you will also have a direct line to one of RTD's in-house content managers throughout your subscription period. Your content manager will provide software support and help you manage any modifications or additions that you'd like to make to your curation strategy.

## CURATION PACKAGE OPTIONS

Choose from one of the options below, or schedule a meeting with a member of Rock the Deadline's content management team to get a quote for a custom package.

	BASIC	STANDARD	PREMIUM	PREMIUM PLUS
RTD Studio Subscription	Curator Plan	Curator Plan	Publisher Plan	Publisher Plan
Custom Curation Topics	Topics defined during kick-off	Topics defined during kick-off	Topics defined during kick-off	Topics defined during kick-off
Curated Posts with Commentary	4	8	12	20
Additional Curation Recommendations	20	40	40	60
<b>Price Per Month</b>	<b>\$349</b>	<b>\$649</b>	<b>\$849</b>	<b>\$1349</b>
<b>3-Month Package (Discounted Rate)</b>	<b>\$940</b>	<b>\$1750</b>	<b>\$2290</b>	<b>\$3640</b>

## OTHER CURATION SERVICES

### ONE-HOUR CURATION STRATEGY SESSION: \$149

If you are thinking about building an in-house curation strategy using your own internal resources, Rock the Deadline offers consultation services to assist you in formulating and implementing your plan. The topics covered in this session will be adjusted to fit your organization's goals, and to address any specific issues that are important to you. Here is a sampling of some of the topics that may be covered, based on your interest:

- Measuring the success of your curation plan
- Software and tools that make the curation process more efficient
- How much time and how many resources will you need to implement your plan
- Integration with your other content marketing efforts
- Using curation for lead generation and nurturing

### ROCK THE DEADLINE STUDIOS – SOFTWARE FOR CURATION AND ORIGINAL CONTENT CREATION

Check our website at <http://rockthedeadline.com/> for information regarding various plans and pricing.



## ORIGINAL ARTICLES

Need more original content on your site, but lack the internal bandwidth? Tap into Rock the Deadline's powerful Producer Network for both ad-hoc assignments and monthly content subscription packages.

Pricing starts at

**\$200**

Discounts available for multi-article and combo packages

### RATE RANGES

#### A DIFFERENT APPROACH TO CONTENT PRICING

At Rock the Deadline, we don't believe in pricing by the word. Yes, we do guarantee minimum word-counts and will often specify general word-count ranges for articles, but our primary concern is to deliver high-quality original work that will help you meet your marketing goals.

Instead, we use other criteria to determine pricing for both single article assignments and bulk content purchases. These factors include

- **Research (if any) Needed**
- **Industry**
- **Number of Revision Rounds** – Some topics may require multiple revision round on your part. For instance, commercial lending institutions often need approval from multiple departments (marketing, legal and compliance, etc.).
- **Level of Expertise Needed** – Certain topics will require a writer with a strong background in a specialized field. As an example, an article that discusses the most promising advances in robotic engineering is going to cost more to produce than one that gives recommendations for ways to save money on your next Disneyland vacation.

#### BASE RATES FOR INDIVIDUAL ARTICLES

With the above in mind, we do have standard base rates for all single article purchases based on the following tier system:

**Tier A – \$200/article.** Article in this category require very little research and are mostly based on the content producer's own expert knowledge. The subject matter will not require that the producer has an advanced degree or certification. Up to two revision rounds are allowed.

**Tier B – \$250/article.** Like Tier A articles, the topic should require little external research as the article will be primarily based on the content producer's expert knowledge. However, additional revision rounds are allowed, and the producer may need higher educational and/or other qualifications to speak authoritatively on the topic.

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**Tier C – \$300/article.** A step up from Tier B, Tier C articles also require additional research time to produce. This research may involve external resources, such as case studies and reports, or internal resources provided by the client.

**Tier D – \$400/article.** Articles in this tier require heavy research of external and/or internal resources. However, if multiple articles on the same topic are needed, the cost per article can be offset considerably by designating a separate one-time research fee on that topic and a lower cost per article for every piece of content produced on the topic. If you're interested in this option, an RTD representative will be glad to give you a custom quote.

### ADDED VALUE AT NO EXTRA COST

In addition to the actual body of the article, each content item includes the following:

- SEO recommendations for meta title, description and keywords
- Royalty-free image to be used with the article posting and/or social media promotions
- Call-to-action at end of commentary, if applicable. This may be a message encouraging readers to sign up for your newsletter, follow you on one or more social media channels, download an ebook or white paper, etc.
- 2 tweets to promote the content on Twitter or other similar platform that limits the number of characters in a message
- 2 messages for promoting the content on Facebook, Google Plus, LinkedIn or other social media channel

### DISCOUNTS FOR MULTI-ARTICLE PACKAGES

Although we do support ad-hoc article purchases, most organizations find it much more cost-effective to take advantage of one of our multi-article packages or monthly content options. Discounts are offered on packages that include **10 articles or more**, and enterprise-level plans are available for organizations who need **250 or more articles per year**. Contact an RTD representative for a custom quote.

### CURATION SERVICES & ORIGINAL CONTENT COMBO PACKAGES

We also offer options for augmenting our Curation Services packages with original articles and blog posts. Talk to an RTD representative to receive a custom quote.

## OTHER CONTENT SERVICES

### EDITORIAL CALENDAR MANAGEMENT

Need help coming up with ideas for articles and planning your editorial calendar? Work with one of RTD's experienced managing editors to formulate and execute your content plan. This is a very flexible service that can be tailored to your organization's needs. Schedule a free consultation to learn more about your options and get a custom quote.



## EBOOK & WEBINAR PROMOTION

Need to promote an ebook, white paper, or other content asset? Want to drive more people to register for your webinar or virtual event? RTD’s social media experts are here to help.

Packages start at

**\$149**

Discounts available for multiple promotions

### ASSET PROMOTION – GET MORE PEOPLE TO DOWNLOAD YOUR EBOOK OR WHITE PAPER

#### KICK-OFF PLANNING MEETING

Start the ball rolling with a one-hour meeting with one of Rock the Deadline’s social media consultants. Discuss your goals for the project, your intended audience, and other points that your consultant will need to craft the right social media messages to entice people to download your ebook, white paper, case study, infographic, or other content asset.

#### PACKAGE COMPONENTS

Each asset promotion package contains the following items:

- Tweets for promoting the asset on Twitter with appropriate hashtags (when applicable)
- Messages for promoting the asset on Facebook and/or Google Plus with appropriate hashtags (when applicable)
- LinkedIn personal and company status messages
- Messages designed to be used to promote the asset on LinkedIn groups
- Images that can be used across all social media platforms to promote the asset
- Recommendations for when to post each message

### SOCIAL MEDIA ASSET PROMOTION PACKAGE OPTIONS

	BASIC	STANDARD	PREMIUM	PREMIUM PLUS
Number of Tweets	10	15	25	40
Number of Facebook/Google+ Posts	3	5	10	10
Number of LinkedIn Status Messages	3	5	10	10
Number of LinkedIn Group Messages	3	5	10	20
Number of Promotional Images	2	4	10	10
<b>PRICE</b>	<b>\$149</b>	<b>\$249</b>	<b>\$499</b>	<b>\$599</b>

Want to focus on just one or two social media platforms? Contact RTD for a custom quote.

## WEBINAR AND VIRTUAL EVENT PROMOTION

### KICK-OFF PLANNING MEETING

Meet with one of Rock the Deadline's social media experts to determine your goals and timeline. If applicable, we may also discuss complementary strategies to give your social media promotion campaign an even bigger boost.

### PACKAGE COMPONENTS

Each asset promotion package contains the following items:

- Tweets for promoting the asset on Twitter with appropriate hashtags (when applicable)
- Messages for promoting the asset on Facebook and/or Google Plus with appropriate hashtags (when applicable)
- LinkedIn personal and company status messages
- Messages designed to be used to promote the asset on LinkedIn groups
- Images that can be used across all social media platforms to promote the asset
- Email messages for encouraging event sign-up (may be used as traditional emails or for LinkedIn group announcements)
- Recommendations for when to post each message

## SOCIAL MEDIA WEBINAR/VIRTUAL EVENT PROMOTION PACKAGE OPTIONS

	BASIC	STANDARD	PREMIUM	PREMIUM PLUS
Number of Tweets	10	15	25	40
Number of Facebook/ Google+ Posts	3	5	10	10
Number of LinkedIn Status Messages	3	5	10	10
Number of LinkedIn Group Messages	3	5	10	20
Number of Promotional Images	2	4	10	10
Number of Email Messages	1	2	4	4
<b>PRICE</b>	<b>\$189</b>	<b>\$329</b>	<b>\$549</b>	<b>\$649</b>

Want to focus on just one or two social media platforms to promote your virtual event? Contact RTD for a custom quote.

## ROCK THE DEADLINE STUDIOS – CONTENT MARKETING SOFTWARE

Whether original or curated, marketing value today is derived from the ability to consistently develop and deliver excellent content. The overarching goal is content that distinguishes the publisher from the crowd and sets the storyteller apart from all the noise, clutter and poor content populating the always-on, multi-channel media world.

At Rock the Deadline, we're committed to helping you succeed with innovative and affordable content curation tools. These are tools that not only save you time, but also simplify your efforts to build content and engage audiences.



### THE SOFTWARE OF CHAMPION CONTENT CREATORS

Rock the Deadline Studios is a powerful all-in-one suite of discovery, creation and collaboration tools that streamlines the processes of curation and original content production. Many of our content services packages include a subscription to RTD Studios, but subscriptions are available as a stand-alone product as well.

## FEATURE HIGHLIGHTS OF RTD STUDIOS

<b>DISCOVER</b>	<ul style="list-style-type: none"> <li>• Keep up with the latest news and trends on topics that matter to you and your audience.</li> <li>• Shave hours off your curation research.</li> </ul>
<b>DISCUSS</b>	<ul style="list-style-type: none"> <li>• Share content ideas with your writers, your clients, and other members of your editorial team.</li> <li>• Collaborate on content projects and campaigns.</li> </ul>
<b>DEVELOP</b>	<ul style="list-style-type: none"> <li>• Add your expert commentary to curated content and create original articles and blog posts.</li> <li>• Use the editorial calendar to plan your content strategy.</li> </ul>
<b>DISTRIBUTE</b>	<ul style="list-style-type: none"> <li>• Integrate with your WordPress blogs, Facebook pages and Twitter accounts.</li> <li>• Export your content for publishing on any platform.</li> </ul>

Want to learn more about Rock the Deadline Studios? Visit our website at <http://rockthedeathline.com/> or email [team@rockthedeathline.com](mailto:team@rockthedeathline.com) to schedule a customized demo.