



Average fees billed by Cape Town PR consultants

October 2010.

		Lowest quoted	Highest quoted
Hourly rate	R503	R400	R850
Minimum Retainer	R10700	R5000	R23100
Fee for a release that has already been discussed with a medium and their interest expressed:			
Newspaper	R3336	R2000	R5000
TV	R6235	R2400	R19250
Radio	R3680	R2000	R6160
Magazine	R4134	R2000	R9240
On-line	R3093	R2000	R5000

Only two agencies polled billed a 10% admin fee to cover media monitoring etc but most billed all third-party expenses over and above the retainer.

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