



You're Formidable, we're just making sure everyone knows it.

Having Formidable on your team is like having a legion of supportive friends and fans chanting your message to the world.

We get excited about what you're excited about — feeding off your passion and drive, making a powerhouse team of big ideas, proven strategies, majestic marketing and media know-how.

Let's do something impossibly cool!

Transparent Prices

We understand the frustration of encountering an agencies website that leaves you hanging without any pricing information. At Formidable PR, we're all about being straight-up transparent with our prices. No more playing games or leaving you in the dark.

While we've broken down some key project deliverables to give you a starting point, it's important to acknowledge that providing an exact price without fully grasping the project's scope is like aiming at a bullseye blindfolded—it's a tough task. But fear not! We prefer to provide quotes for full projects because it's a win-win situation. It ensures a more efficient and cost-effective solution for both parties involved.

Our project quotes take into account a wide range of factors, including project management, drafts, editing, proofing, Q&A management, research, stakeholder meetings, and more. We believe that every piece of the puzzle contributes to your project's success. And here's the best part: opting for a project quote saves you from paying an hourly rate for each individual task. Talk about maximizing your bang for the buck!

Ready to make some magic happen? Get in touch with us hello@formidablepr.ca or call 780.851.4181.

Our Rate Card

Standard Hourly Rates

Client meetings.....	\$120
Senior Strategist.....	\$120
• Project management + coordination	
• Strategic planning, discovery, research + auditing	
• Advertising + marketing consulting	
• Brand development	
• Crisis + reputation management	
• Media representation + facilitation	
• Training + coaching	
Communications Coordinator.....	\$85
• Collateral development	
• Marketing + communications deployment	
• Media monitoring	
• Media kit + press release creation	
• Weekly + monthly reporting	
• Social media management	
Copywriter.....	\$90
• Creative, technical + speech writing	
• Proofreading + editing	
Graphic Designer.....	\$75
Diversity, Equity + Inclusion Consultant.....	\$95

Service Packages

Media Training	
Half day.....	\$2000
Full day.....	\$3500
Press release creation + dissemination.....	\$500

Travel Expenses

Vehicle travel (outside Edmonton).....	<u>68 cents per km</u> + \$55/hr
Airfare.....	Billed to client
Accommodations.....	Billed to client
Meals - overnight trips.....	Billed to client

Psst... we offer not-for-profit and charity pricing at a 10%-15% discount.

