



## About

PReturn, a full-service public relations agency, specializes in B2B media relations for healthcare, publishing, marketing services and other high tech industries. With a unique blend of media training, client service and media relations expertise, PReturn elevates client visibility among target markets by building compelling messages and stories and securing provocative placements. Clients include CME LLC, a leading provider of continuing medical education for physicians and other clinicians; CMPMedica, a publisher of several peer reviewed, clinical publications for a wide range of medical specialties; and DoubleClick Performics, the performance-based marketing division of DoubleClick.

## What makes us different

Our clients tell us they enjoy working with us, because we are:

1. **Action-oriented:** PReturn is a young, action-oriented PR firm. Some of our clients came to us from larger PR firms, because they were unhappy with the results these agencies delivered or the attention paid to their business. Others are just getting their feet wet with PR, and our ability to focus on results often eases the transition into a proactive media relations program.
2. **Breadth of services:** Each PReturn program focuses on media relations, but we also offer a full suite of integrated services that includes media training and message development, services many agencies must outsource.
3. **Reliable & available:** You keep the team you meet. The PReturn team of staffers and freelancers will stay involved with your public relations program, providing account management, media relations, writing, strategic counsel and other necessary account work.
4. **Affordable:** PReturn bills time at a flat hourly rate that is far below other agencies, and we're able to keep our rate low by staying focused on results and eliminating some of the excess overhead, expenses and baggage larger agencies often carry.

## Products & Services

PReturn offers the best of both worlds to its clients. Media relations provides the foundation for a full suite of marketing services that includes:

- Analyst relations
- Collateral writing
- Company and product launches
- Media & analyst strategy
- Media & analyst training
- Media relations
- Message development
- Speaker & presentation training
- Thought leadership programs
- Trade show support & speaking opportunities

## Industry Recognition



*"15 to Watch," 2004*

*Founder Kraig Smith was named on this annual list of up-and-coming PR pros*

## Client endorsements

### What do you like most about working with PReturn?

1. Christopher Clarke, Director of Communications & Operations, CMPMedica said "They are dependable, smart and polished ... 100% thorough, prepared and reliable."
2. Barbara Winkelman, VP of marketing & multimedia, CME LLC said "They are always on top of things and go out of their way to make it easy for me."
3. Kristin Anderson, Director of Corporate Communications, Performics said "I appreciate the way we work as a team and really value the sounding board and perspective PReturn provides ... exchanging ideas about what may or may not work with the media is invaluable"

## Contact

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