

THE RUNDOWN, INC.

Service Pricing Sheet

Contact: Ella McGalliard
ellamcgalliard@therundowninc.org

(229)402-2081

Last Updated: January 2026

CATEGORY 1: JOURNALISM & NEWS COVERAGE

For Newspapers:

Breaking News Retainer

Your on-call correspondent for breaking news in your coverage area. When accidents, fires, crimes, severe weather, or emergencies happen, we respond with photos and stories filed same-day.

Monthly Retainer: \$600/month

Benefits:

- 24/7 on-call availability
- Response within two hours
- Professional photography
- Same-day story delivery

Feature Content Partnership

Regular feature stories provided at no cost to your newspaper with first publication rights.

Monthly Rate: \$400/month

Benefits:

- Multiple community stories per week
- Event coverage
- Business profiles
- Government meeting recaps
- Human interest features
- Professional photography
- The Rundown byline

For Event Organizers:

Event Coverage Package - BASIC

Perfect for community events, fundraisers, meetings, and celebrations

Price: \$250

Includes:

- Event attendance: up to 3 hours
- 15-20 professional photos
- 400-600 word story
- Published in local newspaper + The Rundown website
- Delivered within 48 hours
- Full rights to use photos and story for marketing

Event Coverage Package - PREMIUM

For major events requiring extended coverage and additional deliverables

Price: \$450

Includes:

- Coverage over the whole event
- 30-40 professional photos
- 800-1,000 word feature story
- 3-5 social media captions ready to post
- 2-3 quote graphics designed for social media
- Same-day turnaround options available

For Businesses:

Business Profile Feature

Tell your business story through professional journalism that builds credibility and provides marketing content you can use for years.

Price: \$350

Includes:

- On-site interviews with owner/key staff
- 600-800 word feature article
- 5-10 professional photos
- Published in local newspaper + The Rundown
- Full rights for you to use in all marketing

For Government Entities

Meeting Coverage

Keep your constituents informed with professional coverage of council meetings, board sessions, and public hearings

Per Meeting: \$125

Monthly Retainer (4 meetings): \$400/month

Includes:

- Meeting attendance
- 300-500 word meeting recap
- Key decisions and votes highlighted
- Deliverable within 24-48 hours
- Published in local newspaper + your website if desired

Government Initiative Feature Story

Highlights new programs, infrastructure projects, or community initiatives

Price: \$300

Includes:

- Research and stakeholder interviews
- 600-800 word feature story
- Photos (if required)
- Published in local newspaper + The Rundown + local government website/Facebook

Public Information Writing Package

Comprehensive communications support for municipalities

Monthly Rate: \$850/month

Includes:

- 2-3 stories per month on city/county initiatives
- Coverage of 1-2 meetings
- Social media content created from stories
- Website content updates
- Quarterly reports or newsletters

CATEGORY 2: PROFESSIONAL PHOTOGRAPHY

Professional photography for families, businesses, real estate, and more. High-quality images delivered digitally with full usage rights.

Family & Personal

Family Photos

- 1-hour session: **\$200**
- 2-hour session: **\$300**
- Includes: 30-50 edited digital images

Senior Portraits

- Basic Package (1 hour, 1 location): **\$250**
- Premium Package (2 hours, 2 locations): **\$400**
- Includes: 40-60 edited digital images

Lifestyle Photography

- Per hour: **\$150**
- Half-day (4 hours): **\$500**
- Full day (8 hours): **\$900**

Business & Commercial

Real Estate Photography

- Residential (up to 2,500 sq ft): **\$175**
- Residential (2,500-4,000 sq ft): **\$225**
- Residential (4,000+ sq ft): **\$275**
- Commercial properties: **Starting at \$300**
- Includes: 25-40 edited images, delivered within 24 hours

Business & Commercial Photography

- Half-day session (up to 4 hours): **\$400**
- Full-day session (up to 8 hours): **\$700**
- Headshots: **\$75 per person (minimum 3 people)**
- Includes: Edited digital images with full commercial usage rights

Product Photography

- Per product (3-5 angles): **\$50**
- 5-product package: **\$200**
- 10-product package: **\$350**
- Includes: White background and lifestyle shots, edited images

Event Photography

Private Event Photography

Parties, celebrations, gatherings

- 2-hour coverage: **\$300**
- 4-hour coverage: **\$500**
- 6-hour coverage: **\$700**
- 8-hour coverage: **\$900**
- Includes: 50-100+ edited images per hour, online gallery

Public Event Photography

Festivals, city/county events

- 2-hour coverage: **\$250**
- 4-hour coverage: **\$400**
- Full-day coverage: **\$650**
- Includes: Edited images, online gallery, usage rights for event promotion

CATEGORY 3: TRAINING & EDUCATION

Journalism Writing Workshops:

Teaching the fundamentals of journalistic writing - from AP Style to newsworthy storytelling

For Schools (High School/College)

Perfect for English classes, journalism clubs, school newspaper staff, or career exploration programs

- Single Workshop (1-2 hours): **\$200**
- Half-Day Workshop (3-4 hours): **\$350**
- Full-Day Workshop (6-8 hours): **\$600**
- Multi-Session Program (4 workshops): **\$700**

What Students Learn:

- What makes something newsworthy
- AP Style basics
- Writing a good news lead
- The inverted pyramid structure
- How to interview sources
- Writing for a school newspaper

One-on-One Lessons

Customized to your goals and needs

- Per Hour: **\$75**
- 5-Session Package: **\$325**
- 10-Session Package: **\$600**

Perfect For:

- Business communicators
- Nonprofit staff writing press releases
- Marketing teams
- Anyone who needs to write professionally
- Career changers exploring journalism

All Sessions Include:

- Personalized instruction
- Real-world writing exercises

- Feedback on your work
- Resources and style guides
- Follow-up support via email

NONPROFIT DISCOUNT

15% discount on all services for registered 501(c)(3) nonprofit organizations

PAYMENT TERMS

- Payment due upon delivery (net 7 days for retainer clients)
- 50% deposit required for bookings over \$300
- Monthly retainers billed on the 1st of each month
- Accepted payment methods: Check, cash, Venmo, Zelle, credit card (3% processing fee)

CANCELLATION POLICY

- 48 hours notice required for photography sessions
- 24 hours notice required for event coverage
- Deposits are non-refundable but can be applied to rescheduled services

TRAVEL

- Services within 30 miles of Hawkinsville: No additional charge
- 31-50 miles: \$25 travel fee
- 50+ miles: \$0.67/mile or quoted separately

Ready to work together?

Contact Ella to discuss your project and schedule your service.

 ellamcgalliard@therundowninc.com

 (229) 402-2081

 <https://therundowninc.org/>

Custom quotes available for unique projects.

All prices subject to change with notice.