

THE RUNDOWN

Preserving the heart of local journalism

SERVICES & RATES

From coverage and content to design and photography — here's how The Rundown can serve your organization.

PHOTOGRAPHY

Event Coverage

Starting at \$150

Professional on-site photography for your community event, business milestone, or special occasion.

- Up to 2 hours on-site
- Edited gallery of 50+ images delivered within 48 hours
- Ideal for ribbon cuttings, banquets, graduations, and community events
- Additional hours available at \$50/hr

Real Estate Photography

Starting at \$125

Clean, well-lit property photos that make your listing stand out.

- Interior and exterior shots
- Edited gallery delivered within 48 hours
- Ideal for residential listings, rentals, and commercial properties

PRINT DESIGN

Church Bulletins

Starting at \$50

A polished weekly or monthly bulletin your congregation will be proud to hold.

- Customized with your church's branding, schedule, and announcements
- You provide the content — we handle the layout
- Delivered as a print-ready PDF
- Ongoing monthly design available at a recurring rate

Newsletters

Starting at \$75

Professional newsletter design for businesses, nonprofits, churches, or any local organization.

- Clean, readable layout tailored to your brand
- You provide the content — we make it look polished
- Delivered as a print-ready PDF or shareable digital file
- Monthly design retainer available for recurring newsletters

COVERAGE RETAINERS

Monthly retainer plans for government entities, churches, and local organizations who want consistent, professional coverage of their work.

Basic \$150 / month	<i>Great for organizations that hold one regular meeting or event per month.</i> – One meeting or event covered per month – AP-style story written and published to The Rundown – Photo documentation included when applicable
Standard \$250 / month	<i>For organizations with regular activity that deserves regular coverage.</i> – Two stories per month – Meeting coverage, press release write-ups, and basic photography – Story published to The Rundown website and social media
Premium \$400 / month	<i>Full-service coverage for organizations that want to stay top of mind in the community.</i> – Up to four stories per month – Priority scheduling and a dedicated point of contact – Monthly recap published across all platforms – Ideal for county commissions, development authorities, and larger institutions

Note: Retainer coverage is editorial — not paid placement. All stories follow AP style and The Rundown's independent editorial standards.

PAID BUSINESS SPOTLIGHT

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A sponsored feature story written about your business and published across The Rundown's platforms. Clearly labeled as paid/sponsored content — separate from editorial coverage.

Story Only \$100	<i>A professionally written feature story that puts your business in front of the local community.</i> – Written feature story focused on your business, team, or announcement – Published to The Rundown website and shared across social media – Great for grand openings, anniversaries, new services, or staff spotlights
Story + Photography \$200	<i>Everything in the Story package, plus on-site photography to bring the feature to life.</i> – Professionally written sponsored feature story – On-site photography session included – Images used in the published story and provided to your business to keep – Best option for businesses wanting visual content for their own marketing

SOCIAL MEDIA CONTENT

Done-for-you social media content so your business stays active and visible — without you having to think about it.

Starter

\$200 / month

A consistent social presence for businesses that just need to show up regularly.

- 8 posts per month — graphics and captions
- Covers Facebook and/or Instagram
- Content planned and scheduled for you

Growth

\$350 / month

More content, more reach — for businesses ready to grow their audience.

- 16 posts per month
- Includes story and reel-style content
- Monthly performance recap provided
- Covers Facebook and Instagram

One-Time Campaign

Starting at \$150

Need something specific? A focused campaign with no ongoing commitment.

- Event announcements, grand openings, or seasonal promotions
- Deliverable-based — pay once, own the content
- No monthly contract required

FULL BUSINESS PACKAGE

\$500 / month

Your business's complete media presence — content, coverage, and photography all handled for you.

- 16 social media posts per month (graphics + captions, Facebook & Instagram)
- One paid Business Spotlight story per month — written and published to The Rundown
- One on-site photography session per month
- Photos provided to your business for your own use
- Everything published across The Rundown's website and social platforms
- Best value — saves \$150+ compared to booking services separately

Ready to work together?

Ella McGalliard

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<https://therundowninc.org/> | Hawkinsville, Georgia

The Rundown, Inc. is a 501(c)(3) nonprofit journalism organization.