

# Neotrope Helps Small Businesses Balance Their PR Budget, Rolls Back Pricing to 2008 Levels

LOS ANGELES, Calif., July 29, 2011 (SEND2PRESS NEWSWIRE) – Neotrope is helping to ensure small businesses can manage their budgets and not cross their own debt ceiling when doing PR and promotion, by rolling back service pricing on Send2Press® Newswire press release writing and targeted news distribution packages to 2008 levels.

“Many of our clients had great growth in the period of 2005-2008, and then when the economy tanked in 2009 and 2010, promotional budgets got constrained, and some companies had to abandon marketing and PR altogether,” said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. “This year we’ve heard from a lot of companies coming back from the brink, and they have asked for discounts or considerations, and we have rolled back our service plan pricing where possible to accommodate our clients.”

Most Send2Press service plan pricing has been reduced back to 2008 levels, which amounts to an immediate 10 to 20% price “roll back” effective August 1, 2011, on most services. The roll-back soft launched the last week of July, and already most customers have responded favorably.

“Many marketing firms and news services arbitrarily raise their rates each year, and we followed suit this year after holding the line for many years; as it turned out, that wasn’t what our customers needed at the exact moment their budgets again allowed for marketing campaigns,” said Simmons. “This roll-back program will help those clients bring their businesses back up to speed without having to face their own debt crises like the U.S. is experiencing right now.”

## **About Neotrope:**

Since 1983 Neotrope® has delivered services to raise organization awareness including brand identity, marketing, public relations (PR), and SEO services. Neotrope is also an entertainment publishing company involved in books, music, software, and online portals. The company pioneered the concept of search optimization of press release content back in 1997. Neotrope was an Inc. 5000 company in 2009. More information: [www.Neotrope.com](http://www.Neotrope.com) .

## **About Send2Press:**

Send2Press® (a service of Neotrope) offers best-in-class affordable Direct-to-Editors™ news distribution to working print and broadcast media, online and social media, and deep into search engines using proprietary Neotrope ContextEngine™ technology. Send2Press is unique because it was the first newswire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts. Learn more about Send2Press at [www.Send2Press.com](http://www.Send2Press.com) .

Neotrope is a registered trademark and service mark in the U.S. and Europe; all rights reserved.

News issued by: Neotrope



Send2Press® Newswire

Original Image: [https://send2pressnewswire.com/image/11-0729-neotrope\\_72dpi.jpg](https://send2pressnewswire.com/image/11-0729-neotrope_72dpi.jpg)

# # #

Original Story ID: 2011-07-0729-002 (7142) :: 2011-07-0729-002

Original Keywords: Christopher Simmons, Neotrope, Send2Press, press release writing, send press release, direct to editors, contextengine, neotrope news network, pr, public relations, marketing promotion, b2b, roll-back, debt ceiling, crises, manage budget  
Neotrope Los Angeles California LOS ANGELES, Calif.

Alternate Headline: NEOTROPE rolls back service pricing on Send2Press Newswire press release and targeted news distribution packages to 2008 levels

**NEWS ARCHIVE NOTE:** this archival news content, issued by the news source via Send2Press Newswire, was originally located in the Send2Press® 2004-2015 2.0 news platform and has been permanently converted/moved (and redirected) into our 3.0 platform. Also note the story "reads" counter (bottom of page) does not include any data prior to Oct. 30, 2016. This press release was originally published/issued: Fri, 29 Jul 2011 22:48:02 +0000