



GolinHarris

**Fidelity National Financial  
Multi-Language Website Launch  
PR Project Quotation**

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**To:** Pablo Wong, Fidelity National Financial (FNF)  
**From:** GolinHarris  
**Date:** February 15, 2007

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**I. Overview & Recommendation**

As part of Fidelity National Title Group (FNTG)'s multicultural program, FNTG is planning the launch of their website translated into Spanish, Korean, Chinese and Vietnamese.

GolinHarris looks forward to supporting FNTG on the public relations front, and to plan and execute a media outreach program for California-based publications in the Latino, Korean, Chinese and Vietnamese American community.

Please find below projected PR activities and budget for the campaign:

**II. Projected PR Activities & Deliverables**

**a. Strategy, Planning, and Counseling:** GolinHarris will work with FNTG to solidify release messages and news hooks for FNTG's multi-language website to the Californian ethnic community.

**b. Development of Media Database:** GolinHarris will develop a media contacts database to include Spanish, Korean, Chinese and Vietnamese ethnic media and targeted local dailies covering San Francisco and the larger Bay Area. *Agency aims to deliver 25 contacts with media, name and position to FNTG.*

**c. Preparation of Materials:** GolinHarris will develop the press release, as well as coordinate translation of the release from English to Spanish, Korean, Chinese and Vietnamese. FNTG will provide GolinHarris with visual materials such as website screen shots.

**d. Proactive Media Relations:** GolinHarris will pitch the target media and interest them on messages relating to FNTG's multi-language website. *Agency aims to secure between 4-5 stories/mentions.*

**e. Wrap-Up:** GolinHarris will provide 10 coverage books and wrap-up report to the media email and phone outreach we will conduct on FNTG's behalf.

*\* Kindly note that some media have long lead times, and stories may not appear until two to three months after PR campaign begins.*

### **III. Budget & Terms**

GolinHarris' professional fees range from \$75 per hour to \$400 per hour. Based on an estimated 32 professional hours for this project, GolinHarris' project fee for FNTG is \$4,500 excluding expenses. Advanced payment is required before work commencement. Basic out of pocket expenses are passed through without mark-up. Expenses incurred based on using third-party vendors will be billed at an industry standard of 17.65% agency mark-up fees.

We are confident of our ability to execute on this public relations assignment. We look forward to your review and approval. Thank you.

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