



## Checklist on the 15 Best PR Agencies in Chicago 2024

This checklist provides a quick overview of the top 15 PR agencies in Chicago for 2024:

### Large, Global Agencies:

- Edelman (<https://www.edelman.com/>)
- FleishmanHillard (<https://fleishmanhillard.com/>)
- Weber Shandwick (<https://webershandwick.com/>)
- Burson Cohn & Wolfe (<https://www.bcw-global.com/about>)
- Finn Partners (<https://www.finnpartners.com/>)

### Mid-Size Agencies with Strong Chicago Presence:

- Golin (<https://golin.com/>)
- Zeno Group (<https://www.zenogroup.com/>)
- Walker Sands (<https://www.instagram.com/walkersands/>)
- Porter Novelli (<https://www.porternovelli.com/>)

### Other Chicago Agencies:

- Paramount Public Relations (PR focus)
- KemperLesnik (Sports & Entertainment PR)
- Gatesman (Data-driven PR)
- Page One Public Relations (Industry Expertise)
- myWHY Agency (Purpose-driven PR)
- Heron Agency (Lifestyle & Hospitality PR)

### Benefits of Using a Top Chicago PR Agency:

- Expertise and Experience in Your Industry
- Reputation Management
- Strong Media Relations
- Strategic Communication Skills
- Digital PR and Social Media Savvy
- Creative and Innovative Campaigns
- Measurable Results

### Cost of Hiring a Chicago PR Agency:

- Boutique Agencies: \$2,000 - \$5,000+ monthly retainer
- Large Agencies (50+ Employees): \$25,000+ monthly retainer

- Average PR Retainers: \$1,500 - \$10,000 per month
- Hourly Rates: \$125+ per hour (smaller agencies)
- \$500+ per hour (larger agencies)

### **Finding the Right PR Agency:**

- Consider your goals and budget.
- Research the agency's portfolio and expertise.
- Ensure alignment with your brand's values.
- Establish clear communication and expectations.
- Seek references from past clients.

### **Remember:**

- Effective PR goes beyond press releases.
- Look for data-driven strategies and insightful narratives.