

## **Estonian Transport Administration and JLA Media Ltd**

### **2026 PR Communication Campaign contract**

**This agreement is between JLA Media Ltd (under brand JLA Communication), hereunder 'JLA', and Estonian Transport Administration. The agreement will run for 6 months total, during which period JLA Media Ltd. will plan, implement and manage a PR and communications campaign**

**1. The role of JLA Media Ltd.**

- To manage a 2026 campaign for press communications for Estonian Transport Administration. To prepare and execute a campaign plan in accordance with the items and activities agreed by both parties
- To liaise with the global media in the maritime sector on behalf of Estonian Transport Administration (and EST Flag), with guidance from designated staff
- To keep Estonian Transport Administration fully informed of activities undertaken on their behalf, of press and general visibility opportunities throughout the year, and of exposure in the print and online global media

**2. Contract terms:**

- Contract length; 6 months (April – September 2026)
- Contract specifics;
  - JLA prepares and places 2 x indepth articles (secured in 3-4 media outlets each). Timings for publication May and August 2026
  - JLA organizes 2 x schedules press interviews (during Posidonia and SMM exhibitions), including short preparatory call and press briefing docs in advance and attending onsite. In the event that Estonian Transport Administration does not attend SMM, JLA will arrange interviews - online and/or at Breakbulk Europe, or other events where present
  - JLA provides 2 x monitoring reports, showing all press coverage (with links to articles/PDF's, Reach and AVE scores for each placement)
  - The contract cannot be cancelled by either party due to short duration

**3. Cost:**

The total PR campaign cost, covering the above-mentioned activities, is Euro 5250 for the 6 month duration, to be invoiced in 2 instalments (June and September) at Euro 2625 each time. Payment terms are 30 days following invoice date

**Dated... 26<sup>th</sup> January 2026**



Debbi Bonner, Managing Director  
JLA Media Ltd, UK

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Estonian Transport Administration, Estonia