



CONTENT AMPLIFICATION

- Can have landing page component
 - Amplification package custom-built to client's goals
 - » Choose between 50,000 guaranteed pageviews
- OR**
120,000 impressions through Premium Publisher Advertising

Suggested Add-ons

- + Campaign goals based upon impressions or clickthroughs to MultiVu landing page or client website.



INTERACTIVE EXPERIENCES

- Bring your brand to life with eye-catching and memorable content that cuts through the clutter and engages your audience.
- Detailed reporting showing full visibility into the exact elements your audience engaged with. Use that data to fuel future content.
- Quizzes, solution finders, lookbooks, interactive whitepapers etc.

Suggested Add-ons

- + Native and display retargeted advertising
- + MNR



PRESS KIT

- A hosted solution that helps you focus on why journalists should cover your story.
- Password-protection - allows you to embargo content and control who sees it
- Hosting of broadcast-quality video
- .zip file for easy download of all press assets
- Reach journalists with media-only distribution to US1
- One Cision Influencer List

Suggested Add-ons

- + Media pitching
- + Digital Broadcast Distribution for B-Roll



GLOBAL MICROSITE

- Localize all of your content for global audiences.
- Includes main English page and 10 localized language pages.
- Distribution to journalists across the world using Cision PR Newswire's World General Media newswire.
- Unlimited word count - say what you need to say
- Posting of 1 image to the Reuters Sign in Times Square

Suggested Add-ons

- + Guaranteed pageviews via display ads, targeted to international consumer audiences.



MULTICHANNEL NEWS RELEASE

- Combine owned, earned and paid distribution strategies to find new audiences and encourage engagement with your brand or announcement.
- Custom-branded landing page to house your press release and related content.
- Traditional journalist reach through press release distribution to US1
- 10,000 guaranteed pageviews through display ads
- Posting of 1 image to the Reuters Sign in Times Square

Suggested Add-ons

- + Retargeting of MNR audience via paid advertising
- + Radio Media Tour
- + Satellite Media Tour



COMMUNICATIONS HUB

Internal

- Build a page to house collateral, news, and other resources for your internal communications needs
- Unlimited assets
- Up to 10 hours of live page edits
- Optional password-protection

External

- Archive all your client-facing initiatives and document upcoming milestones
- Ideal for sweepstakes, month-long celebration or awareness events
- Includes 3 Content Updates, which include: US1 distribution, live page edits (to replace/update content on the page), and 30K guaranteed pageviews
- Unlimited words and asset hosting

Healthcare

- All the inclusions of the External Communications Hub, but with features we know our Healthcare clients need:
 - » Expedited TAT
 - » 508 compliance for the landing page

Suggested Add-ons

- + Digital Broadcast Distribution for B-roll
- + Media pitching
- + Audio News Release
- + Satellite Media Tour
- + Radio Media Tour