

# Multivu Subscription Tiers

Data-Driven Strategic Solutions For Every Goal



Tier		Bronze	Silver	Gold	Platinum
<b>Annual Contract Spend</b>		\$50k to \$99,999	\$100k to \$249,999	\$250k to \$499,999	\$500k +
Product Discounts		Bronze	Silver	Gold	Platinum
<b>Strategy+</b>	10% discount off final price	✗	✓	✓	✓
<b>Satellite Media Tour</b>	10% off final price (producer expenses invoiced at cost)	✗	✓	✓	✓
<b>Co-op Satellite Media Tour</b>	20% discount off final price	✗	✓	✓	✓
<b>Digital Broadcast Distribution</b>	20% discount off final price	✓	✓	✓	✓
<b>Radio Media Tour</b>	12% discount off final price	✓	✓	✓	✓
<b>Audio News Release</b>	10% discount off final price	✓	✓	✓	✓
<b>Media Buys</b>	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
<b>Video Production Services</b>	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
<b>Animated Videos</b>	12% discount off final price	✓	✓	✓	✓
<b>Infographics and Graphic Design</b>	10% discount off final price	✓	✓	✓	✓
<b>PSA Production/Distribution</b>	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
<b>Webcasts and Social Media Streams</b>	10% discount off final price	✓	✓	✓	✓
<b>Media and Campaign Rooms</b>	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
<b>Multichannel News Release</b>	10% discount and includes unlimited words	✓	✓	✓	✓
<b>Digital Content Studio</b>	Discounted rates on suite of services	✗	✓	✓	✓

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Client Success Levels		Bronze	Silver	Gold	Platinum
<b>CSM - Broadcast</b>	Broadcast Success Managers will execute projects	✓	✓	✓	✓
<b>CSM - Subscription</b>	Subscription Success Managers will oversee partnership details	✓	✓	✓	✓
<b>Weekly Updates</b>	Weekly stand-up meetings with Subscription Success Manager, as needed	✗	✓	✓	✓
<b>Monthly Updates</b>	Subscription Success Manager to provide budget updates and report from project summaries discount)	✗	✓	✓	✓
<b>Quarterly Updates</b>	Subscription Success Manager to provide strategic roadmap, budget summary and 3-month report on projects	✓	✓	✓	✓

Strategic Planning		Bronze	Silver	Gold	Platinum
<b>Knowledge Transfer</b>	Strategic team review and discuss goals, metrics, KPIs and value drivers	✓	✓	✓	✓
<b>Strategic Roadmap</b>	Strategic team planning around ideation development	✗	✓	✓	✓
<b>Targeted Reviews</b>	Planning meetings around creative, media planning and executive thought leadership teams	✗	✓	✓	✓
<b>Subscription Advisor</b>	Interactive research tool for targeted goal discovery	✓	✓	✓	✓

Analytics and Insights		Bronze	Silver	Gold	Platinum
<b>Project Reporting</b>	Standard reporting on a per project basis	✓	✓	✓	✓
<b>Reporting Summaries</b>	Subscription team to provide reporting summaries on all projects (data/links included)	✗	✓	✓	✓
<b>Premium Reporting</b>	Subscription team will compile project summaries into high level execute summary, including budget updates and strategic insights	✗	✗	✓	✓
<b>Cision Insights</b>	Strategic team will incorporate Cision Insights data into concepting/ideation	✗	✗	✓	✓
<b>Cision Impact</b>	Subscription clients will receive a credit towards Cision Impact reporting services for audience and demographic targeting	✗	✗	✓	✓

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Tiered Partner Benefits		Bronze	Silver	Gold	Platinum
<b>Media Training</b>	Expert media training/coaching resources	✗	✗	✓	✓
<b>Cision Certifications</b>	Complimentary access to Cision Certification program	✗	✗	✓	✓
<b>Campaign Planning</b>	Brand positioning, audits, marketing plans, and performance updates	✗	✗	✗	✓
<b>Market Research</b>	Message testing with audience focus groups, interviews, surveys, and influencers	✗	✗	✗	✓
<b>Priority Queuing</b>	Expedited access to senior and executive resources	✗	✗	✗	✓
<b>NY Office Strategy Meetings</b>	In-depth Knowledge Transfer, Strategic Roadmap and reviews in our NY headquarters	✗	✗	✗	✓