



### Did you know?

Adding multimedia content to your releases increases your visibility by up to 77%.

Source:  
PR Newswire Web analytics

\* Distribution to the Reuters Sign in Times Square is provided through a partnership with Times Square<sup>®</sup>, a Thomson Reuters alliance.

\*\* Content restrictions apply.

## Leverage the power of multimedia engagement

Multimedia content is a vital asset for communicators seeking to maximize audience engagement.

Multimedia News Releases (MNRs) make it easy to deliver your message in a multimedia format by blending text, audio, video, logos, photos, related documents and social media tools into an interactive HTML platform.

Existing video and audio footage from commercials, marketing campaigns, product launches, FDA approvals and CEO presentations can be visually packaged with text, photos, hyperlinks, relevant documents and more to drive increased engagement with your news across both traditional and social channels.

### Base Service Package:

- **Video:** Customized HTML-5 video player (compatible with mobile devices); 2 video files included, each up to 5 minutes in length; HTML-5 and flash capabilities – sizeable per device; one-year archive
- **Archive Time (HTML Page):** Link will be available for one year
- **Production Turnaround Time:** 24 hours (*See Product Add-Ons for rush charges*)
- **Wire & Web Distribution:** US 1 full national distribution to more than 5,700 media points, more than 5,400 Web sites, databases and online services, and PR Newswire for Journalists ([www.prnswire.com/media](http://www.prnswire.com/media)), which has tens of thousands of registered journalists and bloggers generating more than one million news release views per month
- **Internet Photo Distribution:** One photo is rendered in Web-ready format along with your news release on more than 1,000 major Web sites
- **Times Square & Las Vegas Photo Distribution:** One photo will appear on both The Reuters Sign<sup>\*</sup> in Times Square and Fashion Show Mall<sup>\*\*</sup> sign on the Las Vegas Strip
- **SocialPost™:** Spread your news to followers of PR Newswire's Twitter accounts and help increase your visibility in search engines and attract additional audiences to your message
- **Additional Distribution:** Distribution to industry and subject-specific blogger lists where appropriate and on request
- **HTML E-mail Distribution:** Distributed to up to 200 client-supplied contacts
- **Custom Reporting:** Detailed reports include page hits, keywords used for search, downloads, embeds and it links, as well as which media points from PR Newswire for Journalists ([www.prnswire.com/media](http://www.prnswire.com/media)) view the MNR. Reports will be sent one day, one week and one month after distribution and are also available upon request.
- **Text:** 400 words recommended; additional words are available – length charges apply (*US\$195 per 100 words*)
- **Links:** Up to five links to supporting content, including HTML and PDF files
- **Call to Action:** Add a customized widget or button to allow your audience to directly respond to your company or organization's message
- **Tweetable Quotes:** Hyperlink selected text directly to Twitter for easy tweeting
- **Comments:** Empower your audience to interact with your message and engage in conversation
- **Facebook Connect:** Give individuals the opportunity to “like” your MNR content, providing greater visibility for your message throughout this influential network
- **Twitter or Facebook Feed:** Incorporate your Twitter or Facebook content directly into your MNR
- **Social Media Tagging:** Each MNR is tagged for the following sites: Technorati, Delicious, Twitter, Facebook, LinkedIn, Digg, Yahoo!, reddit, WordPress, Blogger and StumbleUpon
- **Search Engine Optimization (SEO):** Increases the availability of your news release to millions of people who search the Internet, extending the life of your message in search engines





**Viral sharing**

Each MNR is tagged for the following social media sites: Technorati, Delicious, Twitter, Facebook, LinkedIn, Digg, Yahoo!, reddit, WordPress, Blogger and StumbleUpon.

**Video segments**

Host and stream high-quality videos.

**Make it social**

Incorporate your Twitter or Facebook content directly into your MNR.

**Tell your story**

A full post of your release is built into the page.

**Still photos, illustrations, logos and video screen grabs**

The MNR's photo gallery allows you to host images that are ready for sharing with influencers, bloggers and webmasters.

**Drive traffic to your content**

Add up to five links to supporting content, including HTML and PDF files.

**Product Add-Ons:**

- **Customized MNR Facebook Tab:** Add a dedicated tab to your existing Facebook page to support your MNR content
- **Multimedia Production (Audio & Video):** Complete audio and video production services are available to create content for your MNR
- **Additional Video File Hosting:** Three to five minutes of encoded video; one-year archive
- **Additional Video for Online Video Distribution**
- **Audio Files:** Include a link to an MP3 audio file
- **Total Photo Archive:** Photo is archived in the NewsCom and AP Archive databases

- **Premium Photo Distribution:** AP National – Transmit your high-resolution photo(s) via AP PhotoExpress (National Circuit) directly to the media and on up to 1,000 Web sites, including Yahoo!. Your image is archived for one year in the NewsCom and AP Archive databases. This also includes rendering on the Reuters Sign\* in Times Square and the Fashion Show Mall\*\* sign in Las Vegas
- **Still Photography Packages**
- **Additional Photos**
- **Rush Charges:** Less than 24-hour turnaround time / Less than 12-hour turnaround time
- **Additional E-mail Addresses for Distribution**

Contact us at [query@prnasia.com](mailto:query@prnasia.com) for more information.