

MULTICHANNEL NEWS RELEASE

Drive Influencer and Audience Engagement with Branded Landing Pages and Content Promotion

Whether acquiring new markets or gaining market share, it is essential to promote content across multiple channels. The Multichannel News Release is a digital campaign strategy that combines paid, owned, and earned media to help you reach target audiences and achieve campaign goals.

INCREASE AWARENESS

Go beyond your owned channels to reach new audiences.



- Leverage PR Newswire's industry-leading network of websites, media outlets and journalists
- Embed Twitter, Facebook, Pinterest and Instagram feeds right in your landing page
- Display an image on the Thomson Reuters sign in Times Square
- Guaranteed content views
- Online video distribution to top video portals (YouTube, Vimeo, DailyMotion and more)

TARGET & ACQUIRE AUDIENCES

Deliver compelling content to the audience you are seeking, whether consumers, professionals or the media.



- Target by industry and topic
- Reach PR Newswire for Journalists, an exclusive members-only community of more than 41,000 influential journalists and bloggers
- Lead generation form—integrate your own or have one built for you
- Calls to action—clickthroughs to your site, social channels and more
- Reach international and Hispanic audiences with multi-language, page and distribution options

DEMONSTRATE & SHARE RESULTS

Measure the outcomes of your campaign and plan for continued success with our easy-to-navigate Visibility Reports dashboard. Track campaign metrics, including:



- Page views, image views and video views
- Search referral keywords
- Content engagement, shares and Tweets
- Downloads, embeds and exit links
- PR Newswire for Journalists media views

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Drive Results with a MultiVu Branded Landing Page

Engage with influencers and your target audience with online syndication, media distribution and a custom-created landing page.



LANDING PAGE: Collect traffic and increase engagement with a custom-branded landing page. Each page is SEO-optimized to promote longer post-distribution engagement.



CONTENT DISTRIBUTION: Target media and journalists with PR Newswire's leading distribution network. Includes direct distribution into newsrooms, online syndication, and PR Newswire for Journalists, an exclusive members-only community of more than 41,000 influential journalists and bloggers.



MULTIMEDIA: Increase engagement with key audiences by including logos, videos, images, audio and PDFs. Option to send one image to the Reuters Sign in Times Square.



PAID PLACEMENT: Reach new audiences wherever they consume news via display ad



ONLINE VIDEO DISTRIBUTION: Maximize reach for a video of your choice on top video portals (YouTube, Vimeo, DailyMotion, and more)



SOCIALPOST: Attract additional audiences to your message via Cision's curated, industry-specific Twitter feeds.



CUSTOMIZE: Reach international audiences, embed custom forms and widgets, and more. Collaborate with our team to tailor each project to achieve your goals.

BOOST ONLINE VISIBILITY AND MEDIA ATTENTION,
REACH NEW AUDIENCES, RAISE BRAND AWARENESS
AND INCREASE ENGAGEMENT WITH **MULTIVU'S**
CUSTOMIZABLE **MULTICHANNEL NEWS RELEASES.**



FEATURE	BASIC MNR	FULL MNR
Branded Landing Page	✓	✓
Distribution ¹	US1	US1
Guaranteed Pageviews ²	5,000	10,000
SocialPost	✓	✓
Times Square Photo Distribution ³	✓	✓
Multimedia Assets ¹	3	6
Image Hosting	✓	✓
Video Hosting	YouTube Embed Only	✓
Online Video Distribution	✗	✓

¹Additional fees may apply. Contact us to learn more.

²The guaranteed pageview amount and price are subject to change based on content and package. Contact us to learn more.

³Display on the Thomson Reuters digital signage in Times Square is provided through a partnership with Branded Cities.