Increase Impact, Views And Usage Of Your News

The Smart News Release by Business Wire turns your press release into a complete feature-rich multimedia story package for journalists, consumers and other audiences.

1. Social media icons make it easy for to quickly share press releases on any of their social networks.
2. Photos and videos are viewable and downloadable in multiple resolutions with one-click access to your files.
3. The news release social sidebar includes an organization’s Twitter feed, displaying 3 of their most recent tweets including images and videos.
4. Casheshtags and hasheashtags are hyperlinked to search queries on Twitter, providing readers instant access to the larger conversation happening on Twitter.
5. More News displays an RSS feed of an organization’s previous releases.
6. List all of the organization’s social media profiles to provide viewers instant access to more relevant information.
7. Provided quotes or key messages are enabled with “Tweet this” functionality. This call to action increases social shares and helps amplify key messages.

Business Wire Smart News Release Includes

- Converting and hosting of your multimedia files; including photos, videos, audio, slideshows and PDF files and more
- Mobile device compatibility with distribution including the Business Wire iPhone/iPad app, the AP Mobile app, the AFP mobile app and more
- Distribution of the lead photo to a large number of sites and portals including: AP Exchange and AP web feeds (which includes 4,000 member news organizations worldwide) UK’s Press Association, Yahoo! Finance, YouTube, and of course Businesswire.com. Videos are also distributed to the AP Video Hub.
- Industry-targeted distribution via RSS feeds, Twitter feeds and syndication services, plus all the reach of your geographic circuit
Rates
Lead photo, video or other asset $425
Each additional photo (including additional logos), video or other asset $225
*Does not include geographic circuit cost or $110 GMSM fee. GMSM features include news amplification, NewsTrak reports and social media analytics.

Contact your local Business Wire account executive at info@businesswire.com or 888.381.9473 for more information.

Where your news is made.