

Reach Out to the Media

Show the Media You Are Available
Be There When Your Issues Are News

www.ExpertClick.com with
www.NewsReleaseWire.com
& the Yearbook of Experts®

RANKING OF THREE MEMBER LEVELS



EIGHT MEMBER BENEFITS:



➔ **Get seen first** – top billing on the **www.Expertclick.com** website and a full page in the printed Yearbook of Experts – right page guaranteed.



➔ **Hands-on personal assistance** available for social media synchronization, e-mail systems, Google marketing and banner ad creation. All members can watch our “how-to” videos. Premier member can hire us to do the implementation for them.



➔ **Be in the Yearbook of Experts** – sent free to top talk shows, speaker bureaus, magazines and Profile with photo and 75 word profile.



➔ **Speaker Bureau Representation** at **www.SpeakerBank.com** for managed representation, and pay-per-minute video you can use for training, coaching and consulting.



➔ **Benefit from dedicated outreach** on the top talk radio show with **www.RadioTour.com** – can include video and audio.



➔ **Share your schedule and future news with – Daybook.com** – “The Public Record of Events.”



➔ **Use push technology** for your news, blog, white papers, options and reaction to the news with daily use of **www.NewsReleaseWire.com**



➔ **Ensure you are found** with a Press Room Page at **www.ExpertClick.com** that hosts all your content, syndicates to socials media, and drives visitors to your website.



“dating service of PR”

... **PRWEEK**

“A Hot Site”



“An Invaluable Tool”

... **CNN.com**

*“Excellent resource, well
arranged, easy to use.”*

...  **NEWS**

The abc NEWS logo features the lowercase letters "abc" in white inside a black circle, followed by the word "NEWS" in a bold, black, sans-serif font.

*“It will make your group the
central point for quotes and
interviews.”*

... **Association
TRENDS**

NEWS RELEASE WIRE

Here are some news outlets that have opted-in to receive the headline feed:

AARP Bulletin
ABC Radio Network
Atlanta Journal-Constitution
The Associated Press
Boston Globe
Bottom Line/Personal
Business Week
CNBC
CBS Marketwatch
CBS News – 48 Hours
Chicago Tribune
CNN Radio
Fox News – New York
Good Morning America
Hollywood Reporter
KGO NewsTalk – San Francisco
KNBC-TV Los Angeles
Entrepreneur Magazine
ESPN
Los Angeles Times
MSNBC
National Public Radio
New York Daily News
The New York Times
The New Yorker
Physician's Weekly
Public Radio International
Robb Report
Salon.com
Sky Radio Network
The Star-Ledger
Time Magazine
Washington Post
Wireless Flash News
WGN Radio
WRC-TV Washington, DC
United Press International
Univision Network
U.S. News & World Report
WBAL-TV Baltimore



NewsReleaseWire.com

Sending a news release is easy:

- 1) Log-in.
- 2) Click "Send Release" button.
- 3) Cut and paste your text.
- 4) Proof.
- 5) Publish.
- 6) Your news release is live.

...And you can track your results and success:

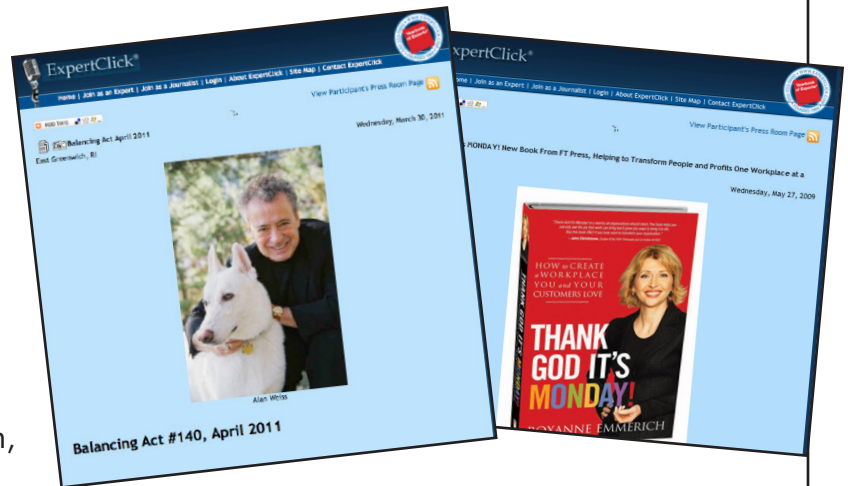
- 7) You'll get a nightly click report.
- 8) You get log-in access to see results of all your news releases.
- 9) You can validate the success of your news releases and the number of visitors who jump from your news releases to your Web pages when you use Google Conversion Tracking. You can validate which releases generate the most opt-ins or sales from your order form.



www.NewsReleaseWire.com

- 1) Via Google News - many of our experts releases are now being included at Google News
- 2) In daily and weekly headline feeds going to 11,000 plus journalists
- 3) Via LexisNexis, the leading professional search resource
- 4) Posted instantly at the News Release Wire Web site
- 5) Linked instantly to your ExpertClick.com Press-Room Page, where a complete list is shown. Plus you can add a link or widget with all your news releases to your Web site to create your own news page
- 6) Via the ExpertClick.com search system, referenced by icons to show content, and in the printed Yearbook of Experts
- 7) To ReviewBook.com for book publicity
To FeaturesUSA.com for articles
To RadioTour.com for audio & video
- 8) At Daybook.com, when you link to your account.
- 9) As unique Web pages, your news releases are designed for search engine spiders to bring more visitors to you.
- 10) RSS feed you can connect to your Twitter or Facebook profiles.

You'll send news releases without per-release charges. Compared to services with pre-release charges you can save thousands of dollars a year.



NewsReleaseWire.com
Actual News Release

Use News Release Wire to distribute:

- News Releases
- White papers
- Links to news on your site
- Content from your blog
- Your newsletter
- Your opinion about the news of the day
- PDFs of your brochures