

*“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' inside a black circle, followed by the word 'NEWS' in a bold, sans-serif font.

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

... Association  
**TRENDS**



# NEWS RELEASE WIRE

## Full Automation of Your News.

**New!** Connect the RSS Feed From Your Blog or Newsletter Directly to News Release Wire!

## Set up once—then lean back...

Synchronization Does the Work for You.

## Your Content Automatically Syndicates In, Then Out - Ten Ways.

Easy Set-Up – Video Tutorial & Training

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

AARP  
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  
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

Or simply call (202) 333-5000

**Have Us Do Your Set Up – Free!**

\*\* Stronger SEO, Your Content Attracts More Website Visitors.

\*\*\* More Contacts, Opt-ins and Requests for Information.



See now @ [YouTube.com/ExpertClick](http://YouTube.com/ExpertClick)



Enter your blog URL: \_\_\_\_\_

Or, the system you use for your e-mail newsletter: \_\_\_\_\_

Don't have? – We can help set them up. Your site can convert visitors to leads to customers.

## Or you can log in to send your news releases – Just six steps:

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 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.
10. You can get detailed stats with tracking widgets or Google Analytics



# www.NewsReleaseWire.com

1. Via Google News – many of our experts' releases are now being included at Google News
2. Email headline feeds
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 per-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

■ Your Blog – easy to connect – then when you blog you automatically are sending news releases.

# Reach Out to the Media

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

At ExpertClick.com:

Profiles are shown based on ranking of their membership.

Signature

Classic

Premier



BOTTOM



MIDDLE



TOP



Full page  
in the  
printed  
Yearbook  
of Experts



**Get seen first** – top billing on the [www.Expertclick.com](http://www.Expertclick.com) website and a full page in the printed Yearbook of Experts – right page guaranteed.



NewsMaker  
Tool Box  
Opportunities



**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 members can hire us to do the implementation for them.



Yearbook  
of Experts'  
Profile  
with photo



**Be in the printed Expert Books** – Sent free to top news media, TV and Radio interview programs, speaker bureaus & law libraries. Includes: your photo or logo, 75 words of text, and contact information.



RadioTour.com



**Benefit from dedicated outreach** on the top talk radio shows with [www.RadioTour.com](http://www.RadioTour.com) -- can include video and audio.



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**Use push technology** for your news, blog, white papers, options and reaction to the news with daily use of [www.NewsReleaseWire.com](http://www.NewsReleaseWire.com)



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**Ensure you are found** with a Press Room Page at [www.ExpertClick.com](http://www.ExpertClick.com) that hosts all your content, syndicates to social media, and drives visitors to your website.



See deadlines, costs and create your press room at [www.ExpertClick.com/create](http://www.ExpertClick.com/create)