



LONG TERM MEDIA CAMPAINS AFFECT OUTCOMES

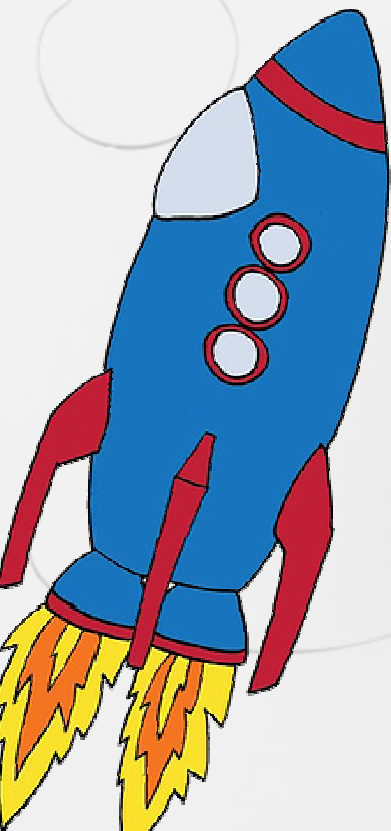
A 2008 study by the Institute for Public Relations Commission on PRMeasurement & Evaluation, "Exploring the Link between Volume of Media Coverage and Business Outcomes", conducted over five quarters showed a strong relationship between news coverage and business results, increasing as the volume of press went up, and decreasing when it went down. Long-term News Features media campaigns have had the same results.

That's why Syndicate My News!!! offers 90-day News Features campaigns, only we add Tag Stories in between each feature story in order to increase the impact and broaden readership.

News Features are written in a broad news format, folding a company into it in order to appeal to more editors when syndicated. Tag Stories are written about the company itself, which focus on key messages that correlate to business outcome – just like stories described in the Study.

90
DAYS!!!

From 2007 through late 2008, the average News Features campaign ran five quarters, attesting to the quality and impact of Syndicate My News!!! most popular corporate branding media product.



Let Syndicate My News!!! show you how News Features can help your business too. Contact your Representative now to get started.