

[WCP NEWS FEATURES]

### **Building Your Company's Brand**

To help build brand recognition we developed a News Features program that can reach a broader segment of people who otherwise may never have known about a company.

Their publication format is designed around breaking news topics of interest to the public – as it relates to a Company's own story. When published, News Features are offered copyright free to newspapers and websites alike with editors knowing they have a story people are interested in, the same way commercial news is produced for syndication. That builds broader exposure as the story format itself lends credibility to building a corporate brand effect.



### **How it Works**

News Features are written with editors in mind, no different than the commercial news we produce every day that gets picked up by other newspapers and web publications. By using a commercial news production format, News Features are readily accepted as a credible source of information.

### **We Guarantee Exposure**

News Features are syndicated across 92 major market city news sites that comprise our US news network, 16 in Canada and 16 in Scotland, Ireland and Great Britain that make up the World City Press global news network which reaches 3 million readers daily. In addition, every News Feature is distributed to major newspapers across the AP News Desk through a distribution partnership with Market Wire, assuring every News Feature the broad news coverage it deserves. News Features also appear in Google News, Ask News, MSNBC and a host of news aggregators such as Moreover and News Now in addition to over 7800 independent feeds in our own syndicate.



*In addition to every News Feature published, we provide a follow-up story that focuses more on your Company. These are included with every News Feature media program at no additional charge. Follow-up news articles are referred to as Tag Stories which note that the company being covered in the news was previously featured by our publication, which broadens readership and builds upon the SEO benefits of our unique web publishing format to give our customers as great an impact as possible.*

Whether your company is looking for an immediate boost to its credibility or your goal is to build a long-term following of readers, we have many flexible programs to choose from. Rates and program details are available upon request.

For further information, please contact your Representative.