



ACTIVATE YOUR TARGET AUDIENCE

Drive targeted visibility to your press release

SIMULTANEOUSLY TARGET JOURNALISTS & END-AUDIENCES

Maximize the reach of your press release. Plug your content into Cision's MadTech™ ecosystem to drive strategic, guaranteed page views to your press release. And rely on PR Newswire's industry-leading distribution network to reach the journalists that matter to your brand. Blend the lines between PR and marketing with Placed Media Activation.



3.5x

Placed Media Activation drives 3.5x more press release views¹

Features	Basic Placed Media Activation \$400*	Premium Placed Media Activation \$1,000*
500 Guaranteed Page Views Amplify the reach of your message by driving 500 guaranteed page views to your press release	✓	✓
Strategic Targeting Ensure your message resonates. Target end-audiences based on specific interests	✓	✓
Top 500 Websites Reach audiences and drive engagement by displaying your message on the internet's most popular media websites		✓
Enhanced Reporting Measure campaign success and track which websites drove traffic back to your press release		✓

*Plus the cost of distribution & image

1. Based on an analysis of more than 300,000 PR Newswire releases



PLACED MEDIA ACTIVATION

How it works

1

DISTRIBUTE CONTENT

Write a compelling press release that includes an image



2

STRATEGIC TARGETING

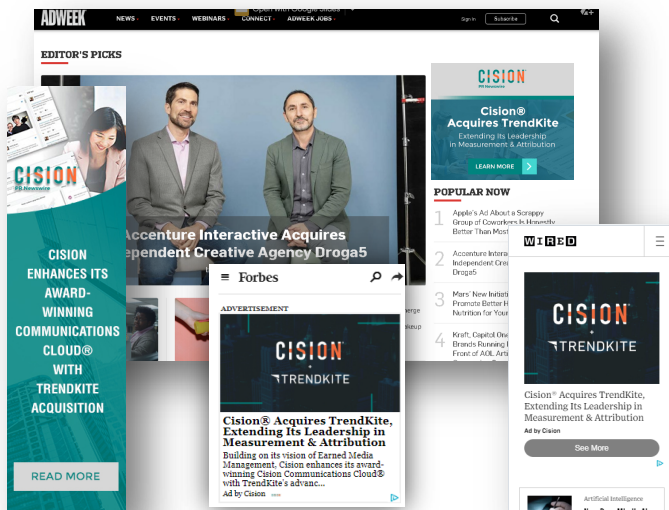
Target audiences interested in your key industries and subjects



3

DIGITAL AD CAMPAIGN

Plug your content into Cision's MadTech™ ecosystem to reach target audiences



4

GUARANTEED VISIBILITY

Drive targeted audiences to your press release and track views in Visibility Reports

RELEASE VIEWS	2K <i>i</i>
Media Views	144 views
Public Views	1.9k views
Partner Sites	1.3k views
PR Newswire Channels	605 views
Activation (500 Views)	523 views