

Amplify Your Story with Guaranteed Paid Placement

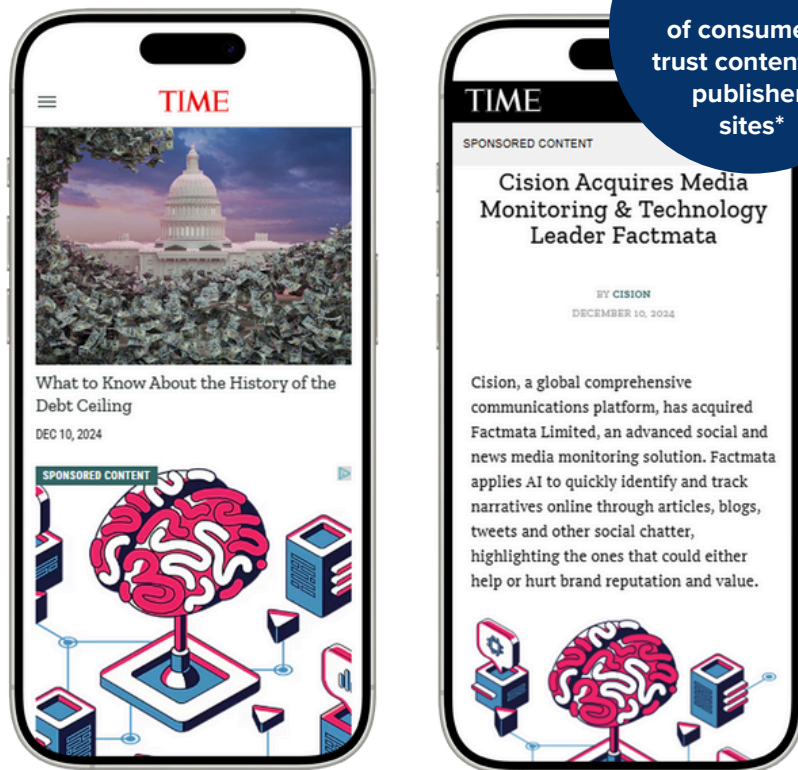
Some news is too important to rely on earned media coverage alone. Take more control over your brand's story—and get more exposure and engagement among readers you want to reach.

Reach Audiences in a New Way

PR Newswire creates sponsored content using your press release headline and an image or video. This appears on a premium publisher's website with other relevant content and drives traffic to your press release hosted on their website.

The authentic format of native advertising encourages reader engagement and enables you to reach audiences browsing their favorite websites.

When you supplement your press release distribution with Guaranteed Paid Placement, you reinforce your brand's message, increase visibility and improve your ROI.



Below is a representative sample of the premium websites where your story can appear.

Your
Story on
Premium
Websites



TIME

TheStreet

Forbes



TastingTable.

RollingStone

TECH ADVISOR

Macworld



*According to Digital Content Next

Guaranteed Paid Placement All Packages

Choose from 10 Industry Campaigns, a U.S. National/General Interest Campaign, or maximize your content's reach and bundle multiple campaigns. (ie. Tech + Retail + National)

Industry Campaign	<div> <div> Basic \$550 4 Premium Sites, 3 Guaranteed 30K Impressions </div> <div> Plus \$1,105 8 Premium Sites, 6 Guaranteed 60K Impressions </div> </div> <div> ▶ Tech ▶ Business ▶ Food & Beverage ▶ Automotive ▶ Home & Garden ▶ Retail ▶ Travel ▶ Health & Fitness ▶ Entertainment ▶ Style & Fashion </div> <p>Sites are subject to change, click here for full list</p>
U.S. National/General Interest Campaign	<div> <div> \$1,105 8 Premium Sites, 6 Guaranteed 60K Impressions </div> <div>  </div> </div>
Plus Choice: Select Your Own Sites	<div> <div> \$1,295 Your choice of 8 Premium Sites, 6 Guaranteed 60K Impressions <p>Sites are subject to change, click here for full list</p> </div> <div>  </div> </div>
Custom Campaign	<div> <div> Starting at \$3,310 Customize Your Campaign </div> <div> <ul style="list-style-type: none"> ▶ Choose from a list of 12+ industry categories ▶ Up to 5 headline variations ▶ Intelligent A/B headline testing to optimize for the highest performing message ▶ Audience targeting by persona and geography ▶ Custom campaign report with performance metrics including pageviews, time on page, CTA, CTR, Top 10 Placements, and more </div> </div>