

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

Cision 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.



Entertainment



Business



Health & Fitness



Retail



Technology



Travel



Automotive



Food & Drink



Home & Garden



Style & Fashion

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

Basic

\$525

3 Premium Sites Guaranteed

30K Impressions

Plus

\$1050

6 Premium Sites Guaranteed

60K Impressions

► Tech ► Business ► Food & Beverage ► Automotive ► Home & Garden
► Retail ► Travel ► Health & Fitness ► Entertainment ► Style & Fashion

U.S. National/ General Interest Campaign

\$1050

6 Premium Sites Guaranteed

60K Impressions

TIME



AP



CBS NEWS

Chicago Tribune

HUFFPOST



REUTERS

Custom Campaign

Starting at \$3150

Customize Your Campaign

- 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

Guaranteed Paid Placement

Industry Packages

Basic

(Placement on minimum
3 out of 4 Premium Sites)

Plus

(Placement on minimum
6 out of 8 Premium Sites)

 <p>Entertainment</p>		
 <p>Business</p>		
 <p>Health & Fitness</p>		
 <p>Retail</p>		
 <p>Technology</p>		
 <p>Travel</p>		

Websites are subject to change

Guaranteed Paid Placement





































Industry Packages

Basic

(Placement on minimum
3 out of 4 Premium Sites)

Plus

(Placement on minimum
6 out of 8 Premium Sites)

 <p>Automotive</p>	       
 <p>Food & Beverage</p>	       
 <p>Home & Garden</p>	       
 <p>Style & Fashion</p>	       

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