### **Amplify Your Story with Guaranteed Paid Placement**

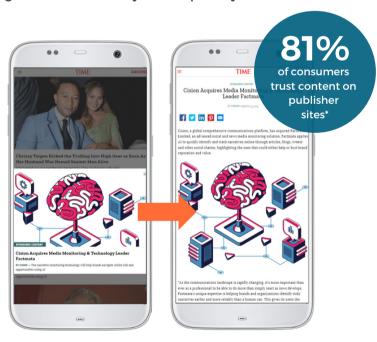
Some news is too important to rely on earned media coverage alone. Take more control over your brand's story—and get more exposure and engagement among readers you want to reach.

### 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.

















**Automotive** 







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)



U.S.
National/
General
Interest
Campaign

\$1050

**6 Premium Sites Guaranteed**60K Impressions





### Starting at \$3150

**Customize Your Campaign** 

**Custom 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 nent on minimum

(Placement on minimum 3 out of 4 Premium Sites)

### **Plus**

(Placement on minimum 6 out of 8 Premium Sites)



**INTOUCH** dailymotion



Life\Style





DEADLINE Hollywood















































# 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)



















FOOD52 FOODBEAST





Building









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