

REACH NEW HEIGHTS

with StorySend™ Targeted News Release Distribution by



News consumption has changed. 93% of adults rely on digital platforms for news. Now, more than ever, businesses need targeted news release distribution to send news to those journalists and bloggers who tell your company's story. Although many businesses find that media relations is costly and doesn't always hit the right targets, there is a solution.

Atlas Marketing developed StorySend, a cost-effective news release distribution solution to cut through the clutter. StorySend differs from wire releases because the release goes directly to the members of the media looking to focus on your company's industry or related topics. This process significantly increases the likelihood of your story being received, and at a fraction of the cost of traditional distribution options.



PAY LESS, GET MORE

The benefits are exponential, and the most obvious value you will recognize is significant cost savings. A typical news release distribution using traditional methods can be expensive, and if you need the release to be written and custom media lists created, agency fees drive the price up even higher, sometimes as much as 50 percent.

Below is a comparison of StorySend news releases versus typical agency distribution:

	COST	WORD COUNT	CUSTOM LISTS	REPORTING	MANAGEMENT	IMAGES
StorySend™	\$700/per distribution*	500	✓	✓	✓	✓
Typical Distribution	\$1,250/per distribution*	400	✗	✓	✗	✗

*This cost reflects distribution only.

STORYSEND BENEFITS

In addition to cost savings, StorySend offers additional advantages:

- Media exposure
- Access to expertise, connections and resources of a full-service agency
- Reputation and brand building
- Business growth
- Introductions to new markets

Contact us at Chris@AtlasStories.com or 412-749-9299 for more information.

STORYSEND CATEGORIES

<p>level 1: \$225 Client provides release</p> <ul style="list-style-type: none">• Edit/review/format content• Proofreading• Headline creation• One round of revisions• 500 word limit• Distributed to one custom media list**• Reporting	<p>level 2: \$700 Atlas writes release</p> <ul style="list-style-type: none">• Atlas writes one release<ul style="list-style-type: none">– Data retrieval/research– Interviews– Quote creation– Headline creation– Boilerplate creation (if necessary)• Edit/review/format content• One round of revisions• 500 word limit• Distributed to one custom media list**• Reporting	<p>level 3: \$5,000 Atlas writes release</p> <ul style="list-style-type: none">• Atlas writes up to 8 releases in 12 months<ul style="list-style-type: none">– Data retrieval/research– Interviews– Quote creation– Headline creation– Boilerplate creation (if necessary)• Edit/review/format content• One round of revisions• Up to 600 word limit• Distributed to one custom media list**• Reporting
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**Additional lists can be added and customized lists can be created at an additional cost of \$75 per list.

ADDITIONAL SERVICES

Atlas Marketing offers services that can improve your media exposure.

- **Media Training:** Present your company positively through training sessions that ensure participants are prepared to engage with the media.
- **Media Trending Analysis:** Based on a list of pre-determined keywords, Atlas Marketing will provide media trending reports for topics.
- **Custom Media List Creation:** In addition to the custom category specific lists that will be created through StorySend, Atlas will develop additional lists that include client contacts, bloggers and social media accounts.
- **Editor/Reporter Follow-Up:** Atlas will follow up with targeted members of the media that received your news release to present stories. This could also include outreach unrelated to a release.
- **Wire Distribution:** Atlas Marketing can distribute any news release via wire services.

All services listed here are outside of the scope of the StorySend news release categories and will incur additional charges.



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