

# MediaRoom

On your site. In your control.



The PR Newswire MediaRoom

The market leader in online newsroom offerings

## Take control of your online media relations without IT

Surveys show that when journalists, consumers and investors want to learn more about companies and executives, the first place they check is the Web. If your company's or organization's Web site is outdated, slow, difficult to navigate or doesn't list current media contacts, your prospects may become frustrated – and they may look elsewhere. They may even turn to your competitors as a source instead.

That's why we offer MediaRoom, a full service Web site development and hosting service with three solution levels to match your organization's specific needs.

### - News Release Archive -

The MediaRoom News Release Archive provides the essentials of online PR with a logo and color match, auto-posting of press releases with an RSS feed for media subscriptions, a key contacts page and an additional dark page to be used at your discretion. Use it to support critical media relations efforts or conveniently integrate it into your current online newsroom.

### - Communicator -

The MediaRoom Communicator is a true content management solution which enhances your PR efforts by providing a full design match to your Web site, automatically posting your press releases and giving you the ability to create image and video galleries, showcase upcoming events, create surveys and registration forms, and more.

### - Strategist -

The Strategist – the ultimate MediaRoom service – has been adopted by some of the largest and most prominent companies in the United States. It includes all of the benefits provided in the Communicator while offering additional features such as the categorization of news releases, opt-in email notifications for the media, additional content sections for multimedia such as podcasts and webcasts, and more.

- ✓ **Award-winning, industry-leading solution:** The technology behind MediaRoom was awarded the *PRWeek "PR Innovation of the Year"*
- ✓ **Easy, cost-effective Web site development:** No need for a large budget or IT support
- ✓ **Integration:** Link directly to your MediaRoom from your company's or organization's home page for a seamless, integrated end-user experience
- ✓ **Simple updates:** User-friendly tools enable you to update, add and modify information in real time, from anywhere with web access
- ✓ **Automatic release posting:** Your news releases can be effortlessly and automatically uploaded to your media Web site
- ✓ **Automatic notifications:** Send alerts about breaking news via email and RSS
- ✓ **Events promotion:** Conveniently display event information for your media audiences
- ✓ **Social media tagging:** Allow your audiences to search blogs for your content on Technorati and Google Blog Search, share content through del.icio.us, digg, facebook, MySpace and other social sites, and blog about your news on blogger, wordpress and twitter – all done directly from your MediaRoom
- ✓ **Search engine optimization (SEO):** Automated and built-in tools to help you improve your search engine ranking
- ✓ **Web site analytics:** Understand how your site is used with detailed visitor statistics such as page views, downloads, search terms and more.

Visit [www.mediaroom.com](http://www.mediaroom.com) to view current client examples and to schedule a demonstration