

**PUBLIC RELATIONS 2.0: SOLUTIONS FOR THE MODERN BUSINESS**

READ . WRITE . PUBLISH . IT'S YOUR NEWS



## **ABOUT RUSHPRNEWS**

Founded in 2008 by Anne Howard and based in Sunnyvale, California and Montreal, Canada, RPRN is an online multilingual newswire with press and social media release distribution services that include one-click social media distribution capabilities, “Virtual Journalists”, and white label Corporate Pressrooms.

Since its launch it has published over 4,000 articles—both original content and corporate press releases.

## **A MESSAGE FROM THE PRESIDENT & FOUNDER**

Working in the Public Relations industry for the past 20 years in New York, San Francisco, Montreal and Toronto has provided me with the expertise to head my own newswire and press release distribution service. RushPRnews is the first newswire and press release distribution service to offer companies and individuals an affordable Public Relations solution that doesn't compromise their bottom line. We distribute to newspapers and media outlets across North America, have top placement on Google News, and utilize the power of social media and bookmarking sites. Our goal is to teach companies about today's PR.



**Anne Howard**

*President, Founder & Editor-In-Chief*



“It isn’t what they say about you, it’s what they whisper.”

- Errol Flynn

## CUT DOWN ON PRICE, NOT ON QUALITY

OUR SERVICES	
<b>BASE PACKAGE: Online News</b> Google News, MSN News, Yahoo! News, Twitter, Technoratti, Zim-bio, RPRN Front Page, RPRN Media Network, & more	<b>\$60</b>
<b>LEVEL I: Local Newsrooms</b> Distribution to local market of choice (dailies OR weeklies)	<b>+ \$80</b> per market
<b>LEVEL II: Industry Specific Newsroom</b> Distribution to either (select one): <ul style="list-style-type: none"> <li>• Industry-specific Trade magazines</li> <li>• Industry-specific Consumer magazines</li> </ul>	<b>+ \$100</b> per industry
<b>LEVEL III: Target Market News</b> Distribution to either (select one): <ul style="list-style-type: none"> <li>• All Canadian Market dailies</li> <li>• All African-American Market dailies</li> <li>• All Hispanic Market dailies</li> </ul>	<b>+ \$160</b> per target market
<b>LEVEL IV: US Newsrooms</b> Distribution to all US Dailies	<b>+ \$200</b>
<b>LEVEL V: Nationwide Newsrooms</b> Distribution to either (select one): <ul style="list-style-type: none"> <li>• All US Weekly newsrooms</li> <li>• All US Television newsrooms</li> </ul>	<b>+ \$300</b>

ADDITIONAL SERVICES	
<b>SOCIAL MEDIA MANAGEMENT</b> Track what is being said about your brand across social media platforms for keywords of your choosing.	<b>+ \$40</b> per keyword
<b>SOCIAL MEDIA PLATFORM DISTRIBUTION</b> Communiqué (traditional press release or SMR) featured on up to 20 social media platforms.	<b>+ \$200</b> Social Media Management included
<b>VIRTUAL JOURNALIST</b> A range of editorial services from one of our specialists.	<b>+ \$250</b> base per release
<b>SOCIAL MEDIA RELEASE (SMR)</b> Upgrade traditional press release to a SMR.	<b>+ \$300</b> Social Media Management included
<b>CORPORATE PRESSROOM MEMBERSHIP</b> 3-month, 6-month, and 1-year subscriptions available. Please see page 5 for full details.	<b>\$1,000</b> per month

SHARE WITH US ALL OF YOUR PR REQUIREMENTS, WE'LL GLADLY TAILOR A PACKAGE SPECIFICALLY FOR YOUR INDIVIDUAL CORPORATE COMMUNICATIONS NEEDS.



“Viral marketing used to be a nice to have, now it’s essential. Word of Net is far faster than Word of Mouth”

- Michael Tanne

## OUR SERVICES

- Multilingual Press Release Distribution
- Online Publishing
- Press Release Distribution and Social Media Outreach
- ‘Virtual Journalists’
- Corporate Press Room

Our unique, easy-to-use, web-based media platform means distribution at the click of the button from your desktop, replacing your need for a press office. At RPRN, we believe that we are an integral part of our client’s success, nurturing our relationship, and making sure that your corporate needs are met.

## BRANDED SOCIAL MEDIA SITES BLAST - WE PROMOTE YOUR COMPANY UNDER YOUR NAME

Harness the power of social media in building brand equity and consumer goodwill with a simple click of a button. Consumers are not only drawn in, but spend more time interacting with your brand, building a more intimate relationship, which translates into brand loyalty.

## ANATOMY OF THE SOCIAL MEDIA RELEASE

With the Social Media Release (SMR), you can include:

- 1 logo or image
- 3 hyperlinks within body of text
- 1 audio OR video file, embedded in body of text

When properly utilized, your SMR can go viral, capturing an ever-widening audience.

## VIRTUAL JOURNALIST

At RPRN, we go beyond traditional press release distribution service, making our editorial team available to you. Our editors, who specialize in both Public Relations and online marketing and SEO, will optimize your corporate communications for the news world online and off, ensuring attention from traditional media, news aggregates, and social media sites.

- Keywords are approved by client
- Clients get up to two revisions from first draft

## PRODUCT REVIEW

RushPRnews will write a product review about your latest gadgets, software, culinary delight or consumer goods. Not only will we write a credible and informative review, we will also publish the article through our online news distribution and along our media network--Hollywood Today (15 million monthly readers), Newsblaze (12 million monthly readers), The SOP.org (1 million monthly readers), Google News, Yahoo! News, and numerous other newsfeeds and social media/bookmarking sites.

**SHARE WITH US ALL OF YOUR PR REQUIREMENTS, WE’LL GLADLY TAILOR A PACKAGE SPECIFICALLY FOR YOUR INDIVIDUAL CORPORATE COMMUNICATIONS NEEDS.**



“The social Web is incredibly good at shining bright lights into dark corners...”

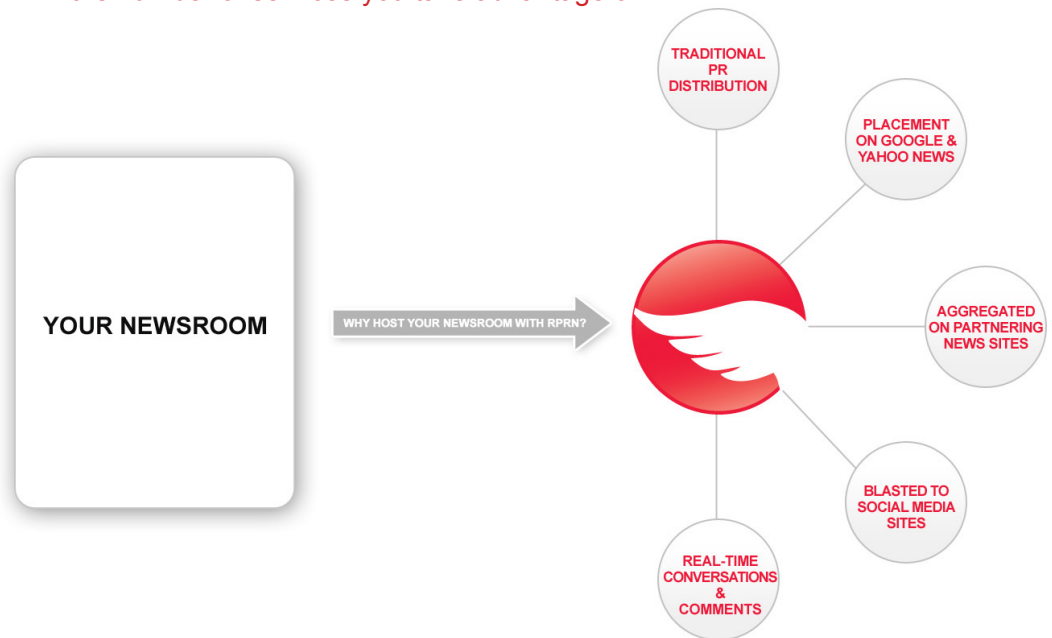
- Dave Evans

## CORPORATE PRESSROOM

The Corporate Pressroom is tailored-made to fit your corporate communication needs. As a white label service, the Corporate Pressroom is designed to integrate seamlessly into your existing website, and is hosted by us. RPRN remains an invisible partner, guiding and distributing your communiqués to various outlets, putting the power of online PR in your hands without abandoning the traditional methods of press release distribution.

Your news stories, besides published in your pressroom, are published on the rushprnews.com front page, where they sit next to our original content and are picked up by various newsfeeds, and along our exclusive media network ensuring that you speak to both media and consumers alike.

As a fully customizable online platform, packages range in price determined by the number of services you take advantage of.



### SERVICES INCLUDED WITH CORPORATE PRESSROOM MEMBERSHIP

- Upload your existing press list
- Unlimited posting to your own newsroom
- Distribute two (2) press releases a week to one newsroom of your choice
  - National Dailies or Weeklies
  - Hispanic
  - African-American
  - Canadian Dailies, French of English
  - Television, Radio, and Trade publication newsrooms (additional fee)
- Distribute to 20 social media platforms of your choice
- Social Media Management
- Traditional press release distribution services
- Publish both traditional and Social Media Releases
- Metrics Management
- On-Demand Virtual Journalist (additional fee)

TO LEARN HOW THE CORPORATE PRESSROOM CAN HELP YOU GET YOUR MESSAGE OUT THERE, PLEASE CONTACT US.



*“RushPRNews is a cost-effective press release distribution platform with excellent reach.”*

- Pete Goid,  
Punch  
Communications

## **OUR CLIENTS**

### **TECHNOLOGY**

Plug and Play Tech Center  
Sunnyvale, CA

iLoop Mobile, Inc.  
San Jose, CA

### **NEW MEDIA/COMMUNICATIONS**

Hollywood Today  
Hollywood, CA

Punch Communications  
London, UK

### **LIFESTYLE/HEALTH/FITNESS**

Funfit Family Fitness Centers  
Washington, DC

myEarth360.com  
Chicago, IL

### **ENTERTAINMENT**

Susan J. Talent Model & Talent Management  
Toronto, ON - Hollywood, CA

Neighborhood Watch Productions  
Los Angeles, CA

*“RushPRnews has been an essential part of Funfit’s growth. Your success is always their goal.”*

-- **Celia Kibler,**  
**Funfit Family Fitness Centers**



## OUR TEAM

### MANAGEMENT TEAM

**Anne Howard** - *President, Founder & Editor-In-Chief*

**Brian Hogg** - *CFO / CTO*

**Andrea Archibald** - *Corporate Account Manager*

**Liz McConomy** - *Online Media Manager*

### EDITORIAL STAFF

**Andrea Archibald** - *Editor, English*

**Cedric Celia** - *Editor, French*

**Mary Montserrat-Howlett** - *Assistant Managing-Editor and Journalist*

### WRITING STAFF

**Andrea Archibald** - *Lifestyle, Fashion*

**Andrea Frascione** - *Lifestyle*

**Bryan Mongeau-Eastmond** - *Sports*

**Mary Montserrat-Howlett** - *Politics, World News*

**Kevin Meagher** - *West Coast*

**Diana Srougi** - *Entertainment*

## RUSHPRNEWS

### EAST COAST OFFICE

3633 Hotel-de-Ville

Office #1

Montreal, Qc H2X 3B9

**Phone:** (514) 523 3771

[news@rushprnews.com](mailto:news@rushprnews.com)

**RUSHPRNEWS.COM**

### WEST COAST OFFICE

**Plug and Play Tech Center**

Canadian Pavilion

Sunnyvale, CA

**Phone:** (310) 295 9578

[news@rushprnews.com](mailto:news@rushprnews.com)

**RUSHPRNEWS.COM**

\*\*Press releases are not distributed until you give us your final approval. We cannot guarantee that the media outlets will publish your press releases, but we can guarantee that it will be read, and published online and appear on Google News and other newsfeeds & social media sites.

