



PR Newswire

United Business Media

PR Newswire, The Official News Service of NATPE 2006

Show management has selected PR Newswire to help exhibitors maximize publicity opportunities by sending show news directly to the media covering the event, as well as posting news releases and Online Press Kits to the NATPE 2006 Online News Center.

[PR Newswire](#) is the primary source of immediate information for journalists, investors and the general public through its world-leading distribution services and online and broadcast production capabilities. Companies, associations and governments use PR Newswire to reach their audiences in more than 135 countries in 30 languages, and then use PR newswire to measure the outcome of their communications programs.

Deliver your news via PR Newswire and you are sure to not only reach daily newspapers, broadcast media, trade media, and national newswires (AP, Dow Jones, Reuters), but your message will reach over 3,600 Web sites such as Yahoo!, CNN, AOL, and Google.

Optimize your release to maximize its life on search engines. Search Engine Visibility (SEV™), complimentary with the premier US1 Newswire, will give your release greater visibility on major search engines for up to 6 months. Click [here](#) for more information about SEV™.

Why Use PR Newswire?

- ReleaseWatch™ reports that link to your news release on top Web sites.
- Your news will automatically be seen on the [NATPE 2006 Online News Center](#) hosted by PR Newswire.
- Access Reports that show you how many and what types of journalists accessed your news on PR Newswire's media-only Web site.

PR Newswire Tools, Meeting Your PR Needs

(Newswire prices are based on the first 400 words and reflect the 20% show discount.)

US1 Newswire

Base Price: \$508 Each Additional 100 Words: \$136

- Distribution to all US general media outlets and trade publications, reaching thousands of newspapers, magazines, and broadcast media.
- Includes comprehensive trade and Web distribution, as well as posting to the NATPE 2006 Online News Center hosted by PR Newswire.

Top Entertainment Markets Newswire

Base Price: \$308 Each Additional 100 Words: \$80

- Targets the top entertainment centers across the country.
- Includes comprehensive trade and Web distribution, as well as posting to the NATPE 2006 Online News Center hosted by PR Newswire.

Online Press Kit

Base Price: \$340 Each Additional Document: \$100

Put your backgrounder, bios, logo and more online! We will post your Online Press Kit—including your logo and three other documents—to the NATPE 2006 Online News Center. If you use PR Newswire to send your show news over the wire, we will post those releases to your Online Press Kit automatically and at no charge, thus keeping it fresh with no effort on your part.

Call or E-mail for More Information

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