

ChannelCon 2022 Cision Services Guide

ChannelCon 2022 Online Press Room & Press Kit Services



Reach the ChannelCon registered media list



Display ChannelCon content in one place



Track media kit performance

Gain Visibility Before, During, and After ChannelCon

Online media kits offer access to content 24/7/365

Share Your Story

Ensure both journalists and industry peers can find your most important content — even at 3 a.m. on a deadline — by getting your news and content featured on the [Official ChannelCon Online Exhibitor Media Center](#).



Centralize & Brand Your Content

Our event microsite options offer a completely branded, responsive design experience to house everything from press releases to images and video.

Press kits include: 100-word company description, logo or banner, 6 pieces of content (e.g., press releases, images, brochures, etc.) and email news distribution.

(Online press kits are complimentary to the first 50 companies that claim one!)



What's a press kit and how can I use it for event promotion? [Watch video here](#)



Press Release Distribution by Cision PR Newswire

Sending an email blast to your current contacts, or simply relying on your website to get leads is a thing of the past. Today's communication efforts require a multi-channel strategy.

Our expansive network targets and delivers content to salient media outlets, influencers, trade publications and websites. Our credibility, digital authority and technology help to garner more media coverage and are proven to drive more online visibility and boost search engine results.

TRADITIONAL NEWSROOMS

Reach relevant traditional media points in all 50 states

NEWS AGENCIES



NEWSPAPERS

Chicago Tribune Los Angeles Times
The New York Times THE WALL STREET JOURNAL

TELEVISION



MAGAZINES



SEARCH ENGINES

Archive your news and reach new audiences with PR Newswire's industry leading search visibility



WEBSITES & BLOGS

TECHNOLOGY



Questions? Contact our Cision PR Newswire representatives at VPO@cision.com or +1-973-783-7787.



ChannelCon 2022 Exhibitor offerings

Online Press Kit (standalone)

- Complimentary to the first 50 exhibitors that claim one!
- Branded templated microsite for the media and attendee/buyer use
- Host up to 6 pieces of content like press releases, multimedia, and other collateral
- Includes press release distribution via email to the ChannelCon registered media list

Optional Upgrades

Cision PR Newswire US Press Release Distribution Options
(can be added on to the complimentary press kit or purchased as standalone)



WEBMAX (online-only)

\$475
one-time cost
Rate card \$590
(**\$115 in savings**)

1 WebMax release includes:

- Distribution to 1800 websites within the US
- Unlimited word count
- Visibility Reports highlighting press release performance

Order WebMax

TOP TECH (key tech markets)

\$660
one-time cost
Rate card \$1315
(**\$655 in savings**)

1 Top Tech release includes:

- Distribution to traditional media points in CA, Chicago, GA, MA, NYC, NC, TX, WA, and D.C.
- PLUS 4,000+ national websites and 20,000 Journalists on PR Newswire for Journalists
- up to 700 words
- Visibility Reports highlighting press release performance

Order Top Tech

US1 (all 50 states)

\$880
one-time cost
Rate card \$1760
(**\$880 in savings**)

1 National US1 release includes:

- Distribution to 3,000 media points (e.g., newspapers, TV stations, etc.) in all 50 states
- PLUS 4,000 national websites and 20,000 journalists on PR Newswire for Journalists
- up to 700 words
- Visibility Reports highlighting press release performance

Order US1

Other Cision Services

Virtual Media Tours (VMTs)

Virtual Media Tours (VMTs) are a great alternative to traveling for in-studio interviews. Usually we can travel to any location - even remote ones - to produce a Media Tour. Until we can safely be in closer proximity, virtual options provide a great alternative.

A Virtual Media Tour (VMT) allows a spokesperson to participate in interviews with TV and radio stations across the country without leaving their home. A VMT reaches these stations via satellite, but by using Zoom or Skype as the intermediary.



Consultation

We'll help you identify and engage target markets, test your home audio (and room set-up, if applicable), refine key talking points, and even procure talent if needed.



Notification and Media Pitching

Begins up to six weeks in advance of the tour; we'll provide constant updates on booking progress.



Production

The VMT day includes satellite transmission and off-site support.



Comprehensive Reports

With video links (when available) based on TV Eyes monitoring.

BASIC MULTICHANNEL NEWS RELEASE



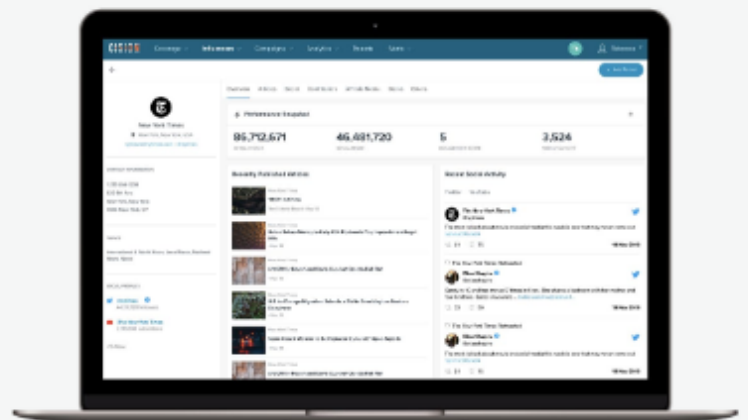
A **Multichannel News Release (MNR)** is a distribution strategy that promotes your content to journalists and consumer audiences across multiple channels. All incoming traffic goes to the MNR landing page to provide more context to your message and encourage further engagement with your brand.



• **5,000 guaranteed pageviews** to your MNR landing page – or a site of your choice.

Cision Database

Natively marry your communicative workflow by combining media relations and content distribution via the Cision Communications Cloud®. Integrating the most comprehensive journalist and social influencer database with the largest distribution network lays the foundation for a great campaign. Instantly gain access to dynamic profiles with simple, yet powerful tools to build lists, analyze data, and understand audience insights to uncover which contacts reach your target audience.



ALREADY A CISION PR NEWSWIRE MEMBER?

Contact Cindy Black at cindy.black@cision.com or call (856) 296-8454.

For general questions please email VPO@cision.com