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What's New At NAPS

NAPS is adding **VALUE** without additional cost to clients. Here are some of the many improvements that have been made within the past year:

Google News has been using every one of our press releases and leaving those up for about a month. Thousands of other news sites copy NAPS stories from Google News onto their own sites. People are accessing NAPS stories on Google News by doing a search by key subject words. Google News is said by Editor & Publisher to have 13 million unique visitors per week.

More Major Daily Newspaper Placements have been achieved because NAPS has been helping some increasingly demanding editors who are doing the jobs of 2 or 3 people due to downsizing.

Thousands More Online News Sites are using NAPS articles. They are getting those individually from our NAPSNET.COM site or in groups from our RSS feeds which are now by topic. Many are copying from other news sites which are carrying our articles, helping results to mushroom.

Unique Visitors to NAPSNET.COM exceeds **8,000 Per Week**.

Steady Annual Growth of community newspapers and free newspapers has been reported by the Suburban Newspaper Association and the Circulation Verification Council. These newspapers are the main users of NAPS articles and their growth has had a direct relationship with usage of NAPS articles

Social Media links are at the bottom of each article posted on NAPSNET.COM. This provides for easy sharing of information among bloggers and others.

Online Clips are viewable on NAPS reports. Each clip is scanned and posted on the reports.

Podcasting is available for each NAPS radio spot through **iTunes**. This provides broadcasters and the general public with one more easy way to get NAPS news.

YouTube has a special channel dedicated to NAPS. All NAPS TV spots are posted there for broadcasters and the general public.

CNN has been using nearly every one of our spots on TV.

RSS FEED—Thousands of editors receive RSS feeds daily from our www.napsnet.com Web site. Stories go directly into the computers of editors as soon as those are posted.

1-HOUR POSTING—Stories are posted to www.napsnet.com 1 hour after approval.

E-CLIPS—Clips are scanned and e-mailed to clients daily for faster results reporting. Originals are then sent by first-class mail. Clients are now starting to receive clips as early as a few days after their stories are approved.

MULTIPLE ONLINE CLIPPING BUREAUS—Several clipping bureaus are finding our stories in thousands of online publications. The internal NAPS clipping bureau is finding thousands of online placements that others miss because they don't search every Web site. Clippings are often found by the NAPS staff faster than clipping bureaus can find and send those out.

E-MAIL DISTRIBUTION—Stories are e-mailed to editors daily, weekly or monthly on all topics or the topics of their choosing as they request.

HYPERLINKING STORIES—Web sites or key words in stories can be hyperlinked on our www.napsnet.com Web site so that editors can go directly to those Web sites from the stories posted.

PICK SECTIONS BY TOPIC—Clients can choose to post their stories to a particular section of the www.napsnet.com Web site for optimal access by editors. The NAPS Media Relations Department send links to editors by topics such as food, health, auto or home, for special sections when needed. CD's are sent by topic for special sections.

ONLINE SEARCH ENGINE—Editors can search the www.napsnet.com Web site by using a key word or phrase in the search engine there.

HIGHEST QUALITY ART—Art is available in color in several formats and more than one size to give editors the options they prefer. The NAPS staff artist is the most widely published in America and can provide drawings to help get the attention of editors.

MEDIA RELATIONS EVENTS—NAPS sponsors and exhibits at many events including SNA, IFPA, Interactive Media, APME, NAA, ASNE, AFCP and AAJA.