



Featurettes



FACTS

REACH MILLIONS MORE READERS, LISTENERS AND VIEWERS

GET MAXIMUM MEDIA COVERAGE FOR THE MESSAGE YOUR MANAGEMENT CARES ABOUT MOST

Free proposal: Send us a release, a brochure, a speech or other background material and we can get you a draft within one week. We can suggest changes that will add to pickup, or create a release that will pull marvelously if you approve.

What we do for you: NAPS provides an easy, cost-effective method of getting your story out to nearly every newspaper in the country. Instead of just covering the same 500 newspapers everyone else in America is trying to get into, you give your top story to practically all of America's mass media outlets, in a format editors can easily use immediately. We cover America's 10,000 newspapers with over 225 million in cumulative circulation, about 167 million of which are in the weekly community newspapers.

Featurettes

Newspaper story written, produced and distributed once a week with color photo, line art or graphic.

Distribution: Story is sent to about 10,000 newspapers, including about 8,400 weeklies and 1,600 dailies, and mailed 1) on CDs, 2) as camera-ready articles and 3) posted on our www.napsnet.com Web site as downloadable files for editors.

Results: 100-400 placements per release. Clippings come from several clipping bureaus including our own in-house clipping bureau, which subscribes to thousands of newspapers that others don't. Colorful results reports include demographic information, market ranks, circulation and readership figures, a map indicating where placements have occurred and equivalent ad space cost.

RADIO ROUNDUP

RFR (Radio Feature Release) written somewhat like PSA's, produced and distributed twice per month. Timed scripts—60 seconds (or 2 for 30-second spots, each with its own report, if in the same mailing)—read by station personality or played from CD with our voice-over artist reading each script.

Distribution: 6,500 radio stations throughout the U.S. for use primarily on news and talk shows. Broadcasters receive CD's, paper scripts or MP3's and PDF's of scripts posted on www.napsnet.com.

Results: You should expect about 300-400 placements with each RFR. Colorful results reports include a graphic representation of each placement, verified by signed usage cards, in market rank order with network affiliations, audience data, a map showing broadcast market locations, potential and actual listenership, and equivalent ad space cost.

Consumer Science NEWS & NOTES

VFR (Video Feature Release) written, produced and distributed once a month on our 23-minute "Consumer Science News & Notes" Program (CSNN). Unique video format: 60-second segment combining video or animated still photos with voice-over and music. Video is taken from your existing VNR or B-roll. We can add creative effects with our cutting-edge software (e.g., motion graphics, fades, wipes and dissolves), add movement to still images, or we can supply stock footage.

Distribution: 1,000 stations, including many network affiliates, VHF, UHF and cable stations. CSNN can be used as a stand-alone CSNN show, the preferred method for about 80-90% of our broadcasters, or as individual segments on regular news and talk shows. Quicktimes and PDF's of scripts of each spot are posted on our Web site.

Results: You should expect about 100-150 placements with each VFR. Colorful results reports include a graphic representation of audience data, a map showing broadcast market locations, each placement in market rank order with network affiliations, potential and actual viewership and equivalent ad space cost.

GUARANTEE: Complete satisfaction with the results of each release or another one **FREE**.