



NEW YORK • WASHINGTON • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

(212) 867-9000 (202) 347-5000 (312) 856-9000 (310) 552-8000 (415) 837-0500 (404) 888-0400

[www.napsinfo.com](http://www.napsinfo.com)

## Featurettes FACTS

REACH MILLIONS MORE READERS

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

**Free proposal:** Send us a press release, a brochure, your Web site information or other background material and our writers can offer their expert suggestions on how you can best reach millions of additional readers. We can suggest changes that will add to pickup or propose a release based on your background material that will get marvelous results 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 is trying to get into, you can give your top story to practically all of America's editors, in a camera-ready format with art, that they can easily reproduce as is. We cover more than 10,000 newspapers in America with over 225 million in cumulative circulation, about 167 million of which are in the weekly community newspapers and other nondaily newspapers. We also cover thousands of online publications that use our materials. This offers the potential to reach a greater portion of the 300 million people living in the U.S.

**Release:** Your story is written, produced and distributed with color photo, line art or graphic.

**Writing:** Our writers will propose a story at no cost or obligation. The free proposal includes any changes you want made to our initial draft before you present to management for approval.

**Art:** You can supply a color photo or we can have our artist propose a custom line drawing. We can also create charts or graphs based on your statistics.

**Distribution:** A NAPS story is sent to over 10,000 newspapers, including 1,600 dailies and more than 8,400 weekly and other nondaily newspapers. Each story is mailed 1) on CDs, 2) as camera-ready articles and 3) posted on our [www.napsnet.com](http://www.napsnet.com) Web site as downloadable files for editors. We also cover thousands of online publications that use our materials.

**Results:** You should expect about 100-400 placements per release. We send you clippings from several clipping bureaus including our own in-house clipping bureau, which subscribes to thousands of newspapers that others don't. Our Media Relations Department keeps track of the high turnover of editors by doing test mailings and calling to be sure we are not missing anyone. We also keep track of which format each editor would like to receive (9 pica, 12 pica, CD, our Web site, etc.). Colorful results reports include demographic information, placements listed with market ranks, circulation and readership figures, a map indicating where placements have occurred and equivalent ad space cost.

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