

# Multimedia News Release



with video produced by **Spot Runner**

Experience the Multimedia News Release  
with affordable video produced by Spot Runner.

MNRs get 35% more views than standard text-only releases. Using an online multi-platform, interactive combination of text, video, photography and audio, the MNR makes your message multidimensional to get the best visibility possible.

- Custom video by Spot Runner
- Downloadable photos, graphs and files
- Social media tagging
- A dedicated Web page
- Multiple sound bites
- Links to your campaign landing pages

MultiVu™ and Spot Runner have teamed-up to provide you with an easy and more affordable way to create a custom, original video to enhance your MNR. Now, you can send a message that intrigues and captures consumers, bloggers, investors and journalists.

A MultiVu Spot Runner MNR is sure to get seen, get heard and get pickup.

## Engage multiple audiences with your MNR message:

- ✓ Product launches
- ✓ Demonstration of product features
- ✓ Executive on-boarding
- ✓ Global coverage of events
- ✓ Educational videos
- ✓ Trade show highlights
- ✓ Public interest meetings
- ✓ Consumer & expert interviews
- ✓ And much more...



**PR Newswire**  
United Business Media

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## Spot Runner Production Network

- ✓ Vast filmmaker network
- ✓ 30-90 second videos
- ✓ Total creation--concept to completion
- ✓ Affordable production
- ✓ Seamless integration into your MNR

## Includes

- **Video produced by Spot Runner:**
  - 30, 60 or 90 second videos
  - Up to three interviews
  - Royalty-free music (if needed)
  - Scripting
  - 2 hour shoot - minimal disruption to client's day
  - Lighting (may be included if necessary)
  - Graphics, branding & slates
  - 2 rounds of editing

\*Broadcast quality files can be supplied at an additional cost
- **Hosting:** 3-5 minutes of encoded audio and/or video in the Flash media player format
- **Logos:** 1 logo and 2 additional graphics, plus a screen grab of video
- **Links:** 5 links to supporting content from your site including HTML and PDF files
- **Search Engine Optimization (SEO):** Increases the availability of your news release to the millions who search the Internet, extending the life of your message in search engines
- **Global distribution:** PR Newswire's premium national distribution, reaching over 4,000-plus media outlets, more than 4,300 Web sites, and almost 100,000 registered journalists on our media-only Web site
- **Online video distribution:** Video distribution to major online video portals reaching 30,000,000+ viewers on more than 40 video sharing sites like YouTube, Metacafe, Crackle and blinkx
- **Content sharing:** HTML code so bloggers and webmasters can embed the video/audio content in their own Web sites
- **Social media tagging:** Tagging for the following sites: del.icio.us, Technorati, Digg, Google, Yahoo!, reddit, newsvine, StumbleUpon and Facebook. Also included is a "Forward to a friend" e-mail option for viral marketing
- **HTML e-mail distribution:** Distribution of your release to 200 client-supplied contacts
- **Archival of MNR:** The link to your MNR HTML page will be available for up to 1 year
- **Custom reporting:** ROI reports showing page hits, streams, downloads and views of media points from our media-only Web site. Reports are generally sent 1 day and 1 week after distribution.

## Optional Add-On Services

- Strategic Web placement to target relevant Web sites
- Internet photo distribution



MultiVu



**Spot Runner**

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