

## **What Is “Bundled Media Internet PR” ...**

Bundled Media Internet PR involves bundling Internet Public Relations and your media. Internet PR services are coordinated with an advertiser's television or radio, print or out-of-home advertising package to improve exposure at the next stage of the sales process, the Internet. Because 90% of viewers, listeners and readers research supplier choice, products, price and reputation on the internet advertisers have to be seen there in order to be considered by consumers when they make their purchase decisions.

## **It's Not Your Fault**

Most advertisers are internet invisible. They are NOT listed in the search engines for the products they sell. They certainly don't dominate the search engines for product phrases in their advertising market. Potential sales from your audiences' get lost at the Internet and you get blamed. It's not your ratings, circulation or traffic. It's the advertiser's poor Internet exposure. netPRpro<sup>™</sup> offers stations and publishers a media bundle that can be offered to advertisers that provides Internet support coordinated with their primary media buy. Now you can offer a marketing solution that makes sense off-line and online. You become a cross media solution that results in improved sales for your advertiser and have an improved advertising product that closes media sales.

## **Background**

Public Relations as changed. Internet PR has transformed Public Relations' role. New tools, new communication channels, revolutionary strategies and dynamic results set Internet PR apart from it's predecessors to deliver POWERFUL EXPOSURE. netPRpro<sup>™</sup> specializes in Internet PR, using it to build brands, reputations and deliver exposure for product and company profiles, testimonials, and stories, material people use to make purchase decisions

As media convergence continues, traditional media leaders will increasingly benefit from strategies that improve their broadcast and print advertising products while building their online brands. netPRpro<sup>™</sup> strengthens station and publication brands across media, connecting viewers, listeners and readers with advertisers online, beyond publisher web sites.

Through netPRpro<sup>™</sup>, media are now able to bundle services that improve advertising results for their advertisers across media channels and establishes a credible role as dual media provider. netPRpro<sup>™</sup> currently offer television stations, radio stations, outdoor companies and print media, Media Bundled Internet PR services that augment exposure and enhance the value and effectiveness of advertising sales. netPRpro<sup>™</sup> makes traditional media buys more attractive because they carry an Internet PR component that meets the consumer at the Internet where they will research their purchase. Internet PR coordinates with traditional media for added exposure at a critical point in the sales process. Your advertisers get 2 for 1 which means dramatically improved response. Visit our web site and view the case studies.

Contact Ross Jones - National Sales Director  
Co-Owner  
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## **First We Promote Your Station**

netPRpro<sup>™</sup> is noted for delivering Maximum Internet Exposure. Our materials blanket the three primary search engines where TV viewers research purchase and news. As a client station you are our first concern. We will promote your News, Sports, Weather, Personalities, Events and Internet Facilities making sure you dominate your market on the Internet in Google, Yahoo and Bing. We build your Internet Brand, your broadcast audience and your web site traffic.

## **Next We Promote Your Advertisers And You**

We promote your advertisers and your station or publication. We write and distribute Internet press releases for your clients and coordinate with their advertising schedule, we create news bulletins, and classified display ads that get ranked in Google, Yahoo and Bing all tagged with your station call letters and linked to your station web site. We embed product phrases that buyers use to find your advertisers and your station. Google, Yahoo and Bing use them to rank your items in their Top-10 organic results.

All the Internet activity created by our promotion of your station and your advertisers builds your Internet brand and reputation beyond your ratings. In the end the stories and coverage of your local News, Weather and Sports will most likely motivate more viewers to tune in.

## **Our Promotion Gives You Sales Clout**

Use our promotion bundles to up sell, improve client response rates, sell against higher rated stations and increase the value of your advertising packages. netPRpro<sup>™</sup> services work with your advertisers to find the value in your internet advertising inventory. We extend the advertising relationship across media to make your station a convergence guide for advertisers.

## **Select the Plan that Suits your Station or Publication**

Use our plan to promote your station 24/7 and offer supporting services to your advertisers that also build your brand. Offer netPRpro<sup>™</sup> to top advertisers, to help sell challenging day-parts, as a reward for volume, or offer to all advertisers knowing that advertiser will be working for you.

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