

Get To Know NEWS USA

Content marketing to convert your brand messages into educational feature news articles that inspire action and reach millions.

Does this challenge sound familiar?

You need reliable press coverage to expand the reach and exposure of your brand, your product, or your awareness/education campaign. But reporters send calls straight to voicemail, making it difficult to “pitch” your story. Emails and Tweets go unanswered. “Earned media” is increasingly difficult to get, and direct outreach to reporters can be time-consuming, expensive and lacking in results.

NewsUSA’s Content Syndication Solutions

Bypass editors and get your brand, your message and your story on thousands of news sites, with guaranteed placement and guaranteed reach.

Content Marketing with Mat Releases

Via our mat releases (sponsored, syndicated news stories), we craft your brand/campaign messages into informative, engaging content that looks, feels and reads like a “real” news story, blending in seamlessly with news sites. Then, we distribute the mat release over our syndication network of 2,000 community news sites – the largest in the mat release space.

2,000 guaranteed placements	200+ million guaranteed reach
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Radio Features

Expand the multimedia reach of your mat release with a radio news releases (RNRs). These scripted, professionally pre-recorded :60 second news feature segments get played on radio shows across the country via NewsUSA’s radio syndicate network.

600 Minimum Number of Airings	14 Million Guaranteed cumulative reach of the news sites each month
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Instagram Engagement

Boost the impact of your mat release with Instagram amplification. NewsUSA’s relationships with Instagram influencers enable us to amplify your content to relevant audiences on this popular social media channel. We develop a short social media post, graphic and/or video based on your mat release and send it to our network of Instagrammers who can “opt in” to share it.

10,000 engagements Average of 10,000 engagements with the post (shares, likes, comments, views, etc.)

Syndicated Infographics

If you’ve created an infographic that helps tell your brand/organization/campaign’s story, we can give it new life via our distribution channel to 2,000+ news sites across the country, reaching 200+ million average monthly visitors.

2,000 guaranteed placements	200+ million guaranteed reach
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5 Reasons to Work with

NEWS USA®

Reason 1: Guarantee reach of your brand messages to a mass nationwide audience.

NewsUSA guarantees **2,000+ placements** of your mat release via our national syndication network. This network reaches an audience of more than **200+ million unique visitors** per month. We take care of everything – mat release development, distribution & reporting – so that you can look like a hero and your brand can reap the visibility rewards.

Media placements across NewsUSA's syndication network of 2,000+ community news outlets include:

Arizona Republic
Boston Herald
Buffalo News
International Business Times
Lincoln Star Journal
Minneapolis Star Tribune
Pittsburgh Post-Gazette
San Diego Union Tribune
St. Louis Post Dispatch
The Trentonian
Tucson Daily Star
WRAL TV – Raleigh
Long Island News-12
New Jersey News-12
Reno KTNV-TV (CBS)
Tulsa KOTV-6 (CBS)
Shreveport KTBS-3 (ABC)

Reason 2: Tap into the largest syndication network in the mat release space.

We are strategically partnered with news sites to guarantee visibility of your brand and your messages in communities across the country. This network includes newspaper sites, local TV and radio news affiliates, and college publications. Your mat release is automatically placed in the online newsfeed of each outlet, guaranteeing placement in all of them.

Reason 3: Showcase your success with comprehensive reports.

We don't just tell you about your reach and media placements, we show you. Our reports include hyperlinks to each pick-up to see with your own eyes and screen grabs so that you can easily share visuals with your teams. Reports are provided in PDF and Excel, so that you have the ability to change your views and formats (to sort pick-ups by circulation, by state, etc.) Clients tell us that they've shared links to coverage with customers and investors and use local media placements as a door-opening sales tool.

Reason 4: Leverage the credibility and reach of NewsUSA into newsrooms nationwide.

With the downsizing of newsroom staff, media publishers have an increasing need for reliable copy to supplement news sites beyond what their small team of reporters can provide. *That means they're hungry for high-quality, ready-to-use content from trusted sources.* Our mat releases get your message out in an engaging feature news style that is consistent with the sites we syndicate to. Publishers and editors have trusted us for more than 30 years to provide content.

Reason 5: Reap the value of all-inclusive pricing, bundled discounts and satisfaction guarantee.

Our pricing is all-inclusive. The price of each mat release (or series of mat releases - ask your sales rep about our bundled discounts!) includes the writing and editing, SEO optimization and backlinks. "Extras" like photos or even embedded videos are included in our all-inclusive, client-friendly pricing. We are so confident in the ability of our syndicate that we offer a **100% satisfaction guaranteed or another syndicated story free.**

The Value of Content Marketing with NEWS USA®

The value of a NewsUSA content marketing collaboration extends well beyond audience reach and media pick-up. NewsUSA clients have successfully leveraged the visibility and credibility of our media placements as **marketing tools to mobilize sales teams, support customers, interest investors and engage employees.** Peruse our collection of [case studies](#), including.

NEWS USA case study



**Content marketing as customer support tool:
Biotechnology company reaps investment benefits by showcasing its support of business partners**

Challenge:
Start-up "microbiome mining" biotechnology company sought visibility to drive investor interest.

Solution:
With a series of mat releases focused on the beneficial impacts of its novel technology, Biosortia built visibility, credibility and drove considerable traffic to its investor platforms such as Fundable and Localvest.

Reach:
- 2,400 media placements of each mat release, with a link and screengrab for every placement.
- 170 million average monthly audience reach



"Our series of syndicated features was initially intended for visibility for our company to attract and expand our investors. Yet, we quickly learned the value of these features as a customer support tool and as an important way to differentiate ourselves among our stakeholders. The syndicated articles not only provided value, visibility and traffic to Biosortia, but also to the investor platforms we are hosted on. It is a win-win. Now, we have additional investor platforms proactively reaching out and courting us because they see how our investment in media articles brings value to them too."

- Ross Youngs, Founder & CEO, Biosortia

As seen on:


NEWS USA case study



**Content marketing as a sales tool:
Winery boosts orders by showing distributors news coverage in local markets**

Challenge:
Viansa Winery aimed to enhance brand awareness for its products, increase channels of distribution and, ultimately, increase sales.

Solution:
Viansa collaborated with NewsUSA on a series of mat releases and radio news releases featuring its wines, monthly gift basket subscription and specialty food items.



Results & Impact:
Via NewsUSA, Viansa was able to place syndicated features about its wine and food offerings news sites across the country. Viansa's sale team shared these local news articles with regional distributors and local shops carrying their products. They showcased to these important customers how the winery was working to drive sales in that local market, and even at that particular store.

The articles were door openers to additional sales discussions, as many of its local distributors and sellers were both impressed and appreciative. Orders grew as a result.

As seen on:


"More media impressions, more top-tier news sites."

"My clients were impressed with the vast results."

"We like controlling the message."

"Great exposure across newspapers nationwide!"

See additional [case studies](#) and [client testimonials](#)

NEWS USA[®]

The 4 Most Common Questions We Get Asked (with Answers!)

1. What exactly is a “Mat Release”?

Mat releases are consumer-friendly feature news stories that are pre-packaged/pre-formatted (headline + article + photo) and distributed to media syndication networks. Marketers, public relations professionals and communications departments use mat releases to amplify the reach of their content. Newspapers, magazines, TV news stations and other news outlets use mat releases to augment and expand the content they develop in-house. The term “mat release” is actually a holdover from a pre-digital time when each page of a newspaper was designed, formatted and laid out by hand for printing presses. Mat releases were type-set, print-ready and circulated in standard sizes so that they could fill empty column inches that editors might be looking to fill.

2. How is a mat release different from a press release?

Press releases are announcements from an organization/business/nonprofit written for distribution to journalists. These are often sent over services like PRNewswire or BusinessWire. The subscribers of these wires are journalists who use (or not) press releases to decide what news to cover. Mat releases, however, are pre-written news stories already developed specifically for a consumer audience, to be read and digested in context with other feature news stories. With a mat release, you are not dependent on a reporter/editor deciding to “cover” your press release and write an article (using information and quotes you may or may not want them to). With a NewsUSA mat release, you can bypass editors and get your brand, your message and your story on thousands of news sites (community newspapers, radio news sites, TV news sites, etc.) with guaranteed placement and guaranteed reach.

3. What’s the difference between working with NewsUSA versus sending a press release out through one of the press release distribution wire services?

In short, press releases are not written for consumer readers. Press releases are for a different target audience: the press. Editors and reporters use press releases (or not, as the case often is) to determine what stories to cover. More often than not, press releases end up “on the cutting room floor” of newsrooms. With NewsUSA, however, our mat releases are written as educational & informative feature news stories (that happen to mention your brand and messaging). They blend seamlessly in with news sites via our syndication network, where pick-up and placement is **guaranteed** on 2,000 news sites (daily papers, TV and radio news networks, etc.) that reach more than 200 million cumulative monthly readers.

4. How do you differ from PR agencies?

PR agencies – as well as in-house communications and marketing teams – are some of our best clients. Agencies commonly engage with NewsUSA to deliver guaranteed media placements (2,000!) and guaranteed reach (200 million!) over our syndication network, which in turn can bolster their own reporting to clients. But we are not a PR firm ourselves. We do not ask for a monthly retainer or bill for every 15 minutes of work. Rather, we offer a fixed “pay as you go” solution to media visibility needs – be it one mat release, a bundle of 3 or more (ask about our series discounts!) or value-added radio news release and Instagram “boosts” for the mat release. We can deliver results, while containing costs. We are NOT a PR agency, but we are a cost-efficient core part of PR campaigns to reach consumer audiences with information, education and calls to action.

NEWS USA[®]

Let's Move Forward.

If you're ready to let us help you amplify your content,
or just want to learn more,
contact NewsUSA:

sales@newsusa.com

1.800.355.9500

www.NewsUSA.com

Guaranteed results.
Guaranteed satisfaction.

There's no risk to try us out.

We are so confident in the ability of our syndicate that we offer a 100% satisfaction guarantee or another syndicated story free!

2,000
guaranteed placements

200+ million
guaranteed reach

"After our story began running on the numerous news outlets that NewsUSA is partnered with, immediately we experienced an increase in traffic to our website. Many of these visits then converted into downloads of our app. I would highly recommend NewsUSA's services to any business that wants quick growth and exposure."

Rantt Media

"3M is very impressed with the results. It happened so fast! Retailers tell our sales reps that the media attention creates store traffic and helps increase sales for 3M product."

3M

"Through News USA we have been able to extend the reach of our consumer message to hundreds of American newspapers, from major dailies such as the Rocky Mountain News, Tampa Tribune and Grand Rapids Press to numerous smaller papers across the country."

Water Quality Association