

THE HOLLIS MEDIA GROUP

Oh! The Places You Will Go!

Want to see where your news is going? Look no further.



The secret to getting massive exposure is effective PUBLIC RELATIONS.

There's no other way to achieve real results without sharing your message.

Get your message on the highway!

You've worked too hard to keep your work a secret!



Who hears your message and how often is imperative!!!

What is your marketing strategy for your product or service? The most successful companies invest in marketing their products, brand, and services - repeat business is always new business.

What is your industry?

Social Service . Legal. Medical. Education. Safety. Food Service.
Ministry. Literary. Manufacturing. Technology.

ALL BUSINESSES REQUIRE A PUBLIC RELATIONS CAMPAIGN – WITHOUT MEDIA EXPOSURE

NO ONE KNOWS YOU EXIST.

You can't contend if you're not moving forward.

• **News categories television and radio talk show producers review:**

- Arts & Entertainment
- Business
- Education
- Environment
- Government
- Industry
- Lifestyle
- Sports
- Technology
- Automotive
- Computer
- Events
- Health
- Home and Family
- Legal & Law
- Media
- Miscellaneous
- Opinions & Editorial
- Podcasting
- Science

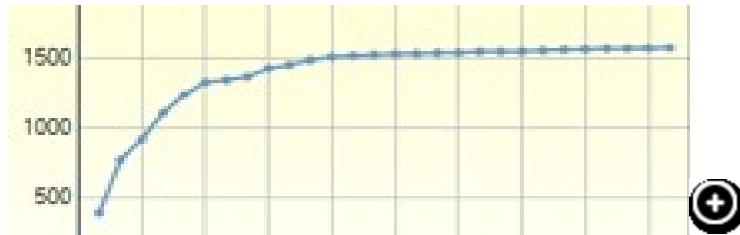


Get real-time results. 1 basic campaign starts at \$800

Premium public relations and marketing campaigns \$2,500 up to \$10,000



- News used to be measured in clippings. Today, the value of news is measured in impressions, shares, reads, traffic and engagement. This package provides the tools you need to measure the real impact of your news. It's powerful. And it's simple.



• Reads

- See how many times your release has been read per day. You can use this information to see what's grabbing attention and easily correlate that back to your website visitors.



• Impressions

- Check out the total amount of headline impressions your release receives each day. Headline impressions may include how often your headline was displayed on various websites, Javascript and RSS feeds.



• Activity

- Get a bird's eye view of all your news release activity including information on who read the entire release, who skimmed the headline and how many times your news was shared in social media channels.

Advertiser	Advertiser Democrat	Advertiser, The
Advertiser, The	Advocate Magazine	Advocate, The
Advocate, The	Advocate, The	Advocate, The
Advocate, The	Advocate, The -	Advocate-messenger
Advocate-messenger	Devonport City News	Advocate-messenger
Advocate-messenger	Aero-news Network	Adwi Magazine
Africa Eye News Service	Africa News Agency	African Connect
Africana.com	African-american Family	African-american Fam

• Media Deliveries

- Keep tabs on which media outlets have received your news. You can use this information when following up with key reporters to make sure they've received your announcement before you call.



• Traffic Sources

- Understand how people are finding your news. This report will identify the search engines people are using to find you and tell you exactly how they're locating your release.



- **Referrals by Keyword**

- Learn which keywords are attracting the most attention for your business. Then, use that information to improve the effectiveness of both future releases and your Web site.



- **Referrals by Search Engine**

- Find out quickly where your audience found out about you. Combine this data with keyword referrals and see where your press and prospects are and what they're interested in.

Across the Web: Associated Press Distribution

Media Outlets for Press distribution

- Associated Press Distribution (Premium Package)
- Albuquerque Journal
- Arizona Daily Star
- Arkansas Democrat-Gazette
- Austin American-Statesman
- Chattanooga Times Free Press
- Chicago Tribune
- Dayton Daily News
- Detroit Free Press
- El Paso Times
- Evansville Courier & Press
- Green Bay Press-Gazette
- Houston Chronicle
- Kearney Hub

- Kingsport Times-News
- Las Vegas Review-Journal
- The Cincinnati Enquirer
- The Clarion-Ledger

The Columbus Dispatch

- The Commercial Appeal
- The Courier-Journal
- The Daily Reflector
- The Dallas Morning News
- The Denver Post
- The Des Moines Register
- The Florida Times-Union
- The Gazette
- The Grand Rapids Press
- The Greenville News
- The Hartford Courant
- The Honolulu Advertiser
- The Hutchinson News
- The Indianapolis Star
- The Kansas City Star
- The Knoxville News-Sentinel
- The Miami Herald
- The New York Times
- The News-Gazette
- The News-Press
- The Oregonian
- The Paducah Sun
- The Palm Beach Post

- The Patriot-News
- The Philadelphia Inquirer
- The Post And Courier
- The Post-Standard
- The Providence Journal
- The Roanoke Times
- The Sacramento Bee
- The Salt Lake Tribune
- The San Diego Union-Tribune
- The Seattle Times
- The Spokesman-Review
- The State
- The Sun
- The Tampa Tribune
- The Tennessean
- The Times
- The Times-Picayune
- The Tribune-Democrat
- The Virginian-Pilot
- The Washington Post
- Times Leader
- Times Union
- Times Daily
- Tulsa World
- USA Today
- Valley Morning Star
- Wisconsin State Journal

Major Search Engines

- Google Yahoo Bing