



From distribution of digitized content to social media, blogs, news sites and print media -- to digital delivery of video & audio to television & radio newsrooms, our long-standing relationships with news outlets translate into outstanding results for our clients. Our **mediablast** service delivers content to internet, television, radio and print media simultaneously, providing maximum reach for a minimal investment.

Hosted by **newscast** on a client-branded webpage with a unique URL, the **mediablast** multimedia release won't bog down client networks with its resource-intensive assets. Archived for one year, **mediablast** releases are customized and can include photographs, logos, text, video, audio, and links to other websites. **mediablast** also provides embed codes so that media, bloggers and social networkers can post your video directly on their websites and pages. Bookmarking and sharing options with dozens of social media sites such as Twitter, Facebook, Newsvine, Digg, and LinkedIn, as well as custom distribution options launch your story into cyberspace, and beyond.

### **mediablast Photo**

- Up to four high-resolution images
- 400 word press release
- Unique branded URL
- Hosting for one year
- Up to four links to supporting materials/relevant websites
- Up to four additional files (logos, text, etc.)
- Social media site linking
- Up to 100 HTML emails
- email a friend
- Search Engine Optimization of web page

## **mediablast Video**

- One 3 to 4 minute video in one player on page
- Posting of one video on social sites including YouTube, Google, Revver and approx. 12 others
- 400 word press release
- Up to four high resolution images
- Unique branded URL
- Hosting for one year
- Up to four links to supporting materials/relevant websites
- Up to four additional files (logos, text, etc.)
- Social media site linking
- Video embed codes displayed to allow websites/bloggers to embed video on their sites
- Up to 100 HTML emails
- Quick links to **mediablast**
- email a friend
- Search Engine Optimization of web page

## **mediablast Options**

- Additional videos
- Additional photos
- Additional audio files
- Editing of 3-4 minute video from existing footage
- Photo distribution on AP PhotoExpress
- Broadcast Quality MPEG-2 video download link
- Submission of photos and video to Wire Services
- Audio slide shows
- Journalistically crafted feature stories
- Addition HTML email distributions
- Custom distribution list build
- Add'l. video submissions to major video sites
- Distribution/posting of video on target/niche sites
- Audio/video podcasts
- Custom design services

**[www.newscastus.com](http://www.newscastus.com)**