

Inclusive Service Features	sendit News Release	blogit Social Media Release	Feature Description
distribution			
Targeted Distribution Service	Y	Y	Unlimited category selection. 5000+ editors and bloggers, segmented by industry and geography.
Images, Other Files & Related Links	Y	Y	To support your news, add imagery, other supporting files and links to relevant online content.
MP3/Podcast/Audio		Y	Create impact. Add mp3 audio files to the release, which can be played and downloaded directly from the RealWire website.
Flash Video/Video File	+£50 audio/visual upgrade fee	Y	Increase interest. Add video files to the release, which can be played and/or downloaded directly from the RealWire website.
Social Network Video – video hosted on major sites (embedded)		Y	The ability to add social network videos (such as YouTube, Daily Motion) which can be played directly from the RealWire website.
RSS feeds	Y	Y	Updating editors and bloggers in this popular format. We offer feeds based on industry topic and company name.
Sharing	Y	Y	Enables users to bookmark releases to various sharing sites, such as Facebook and delicious for easy reference / retrieval.
Tags	Y	Y	The ability to add tags to the release makes other related and relevant information easy to locate.
Comments	N	Y	The ability for anyone to leave a comment on the release itself, igniting conversation in the blogosphere.
Comments with RSS/email	N	Y	The ability for users to be alerted when anyone leaves a comment.
Branded Release	N	Y	Allows the SMNR to be branded with the client's logo and web branding. Example: ITV (http://socialnews.itv.com/?ReleaseID=7244).
Domain mapping	N	Y	Allowing the SMNR template to be tied onto a client's website url. Assists with SEO. Example: ITV (http://socialnews.itv.com/?ReleaseID=7244).
Comment moderation	N	Y	Giving details/biography of the person who's been allocated to respond to comments. Example: http://blogit.webitpr.com/?ReleaseID=8661
Archive	N	Y	The provision of an archive, listing past releases.
Inclusive Pricing	Y	Y	Unlimited word length
coverage monitoring	sendit	blogit	Feature Description
Relevant coverage	N	Y	Providing related news stories, blog posts and background information for journalists, bloggers and even the general public. Example: - Converseon: http://blogit.webitpr.com/?ReleaseID=4166
Optional coverage monitoring	Y	Y	Choose from: two, five or ten day's monitoring across 7500+ websites and blogs.
Trackbacks (Technorati blog reactions)	N	Y	Shows other bloggers linking direct to the SMNR – thus giving readers more context and other viewpoints.
Coverage evaluation	Y	Y	Information includes site descriptions and tiers, helping you evaluate, rank and report on value of coverage received.
Coverage reporting tools	Y	Y	Access to PDF reporting tools to create professional and personalised reports of coverage achieved.
SMS or email alerts	Y	Y	New coverage alerts sent direct to your mobile or inbox.
Inclusive pricing	Y	Y	Unlimited number of relevant clippings.
optionalservices	sendit	blogit	Feature Description
Translation Service	from £175	from £175	Access over 3000 carefully selected translators and specialist writers located around the world.
Dow Jones Distribution	+£75	+£75	Distribute to 60,000 European users. Traders, analysts, economists, fund managers and media/financial websites.
Press Association Distribution (offline)	+£115	+£115	News feed going to regional and national broadcast centres and newsrooms across UK and Ireland.