

Inclusive Service Features	sendit News Release	blogit Social Media Release	Feature Description
<b>distribution</b>			
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 Twitter for easy reference / retrieval.
Categories	Y	Y	Main subject categories relevant to the press release will appear on the press release page, linking back to other releases that fit under the same category.
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: <a href="http://news.templetonprize.org/Dalai-Lama-Wins-11million-Templeton-Prize">http://news.templetonprize.org/Dalai-Lama-Wins-11million-Templeton-Prize</a>
Domain mapping	N	Y	Allowing the SMNR template to be tied onto a client's website url. Assists with SEO. Example: <a href="http://news.templetonprize.org/Dalai-Lama-Wins-11million-Templeton-Prize">http://news.templetonprize.org/Dalai-Lama-Wins-11million-Templeton-Prize</a>
Comment moderation	N	Y	Giving details/biography of the person who's been allocated to respond to comments. Example: <a href="https://blogit.realwire.com/webitpr-named-north-east-digital-innovator-of-the-year">https://blogit.realwire.com/webitpr-named-north-east-digital-innovator-of-the-year</a>
Archive	N	Y	The provision of an archive, listing past releases.
Inclusive Pricing	Y	Y	Unlimited word length
<b>coverage monitoring</b>	<b>sendit</b>	<b>blogit</b>	<b>Feature Description</b>
Relevant coverage	N	Y	Providing related news stories, blog posts and background information for journalists, bloggers and even the general public. Example: - Converseon: <a href="http://blogit.realwire.com/?ReleaseID=4166">http://blogit.realwire.com/?ReleaseID=4166</a>
Optional coverage monitoring	Y	Y	Choose from: two, five or ten day's monitoring across 7500+ websites and blogs.
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.
<b>optionalservices</b>	<b>sendit</b>	<b>blogit</b>	<b>Feature Description</b>
Translation Service	from £240	from £240	Access over 3000 carefully selected translators and specialist writers located around the world.
Dow Jones Distribution	+£140	+£140	Distribute to 60,000 European users. Traders, analysts, economists, fund managers and media/financial websites.
Press Association Distribution (offline)	+£145	+£145	News feed going to regional and national broadcast centres and newsrooms across UK and Ireland.