

Want guaranteed publicity placements? NewsUSA creates and places editorially sound newspaper and radio features that educate and inform consumers nationwide. Our clients include Fortune 500 companies, nonprofit organizations and public relations agencies, as well as smaller companies and individual entrepreneurs. Our 3,000+ clients range from CVS to Wal-Mart to Volkswagen.

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Letter from the CEO



The NewsUSA team is on the move with a number of new initiatives. Most recently, we have expanded our business development team, internally and in our regional offices across the country. We have also increased our editorial staff in order to be able to continue to efficiently meet the needs of our clients.

Our interactive syndication [Web site](#) has been updated, making it easier for clients and editors to use our service. Additionally, our radio syndication site is now supported by a new automated client-central Web site, newsusaradio.com.

NewsUSA has produced millions of placements in newspapers over the years. We plan to continue to deliver the same high-quality service we have provided for over two decades, supplying quality features to newspapers nationwide on your behalf. As always, I welcome your input and look forward to continued partnerships with our wide variety of clients.

Richard D. Smith
President/CEO
rsmith@newsusa.com

Get More Placements

Why do some of our features place so much better than others? There are many factors that affect the success of a single feature or series. Our editorial staff offers a few suggestions to improve chances for higher placements in more top newspapers. These “Top 5” suggestions are guaranteed to increase your placements in newspapers nationwide.

Top 5 ways to get more placements:

Don't Over-Advertise

Overt self-promotion in your features can keep them from being placed in a larger number of newspapers. 1-800 numbers and URLs are useful and welcome; however, including trademarks, registration marks, and detailed product descriptions makes your features less attractive to editors.

Appealing Content

Some products and services are, by nature, more interesting than others. Work with us to help find the most compelling way to tell your story. Our editors are always available to suggest story ideas and angles. We will find ways to make your content interesting so that editors will also find it useful for their readers.

Provide Useful Material

The NewsUSA editorial staff depends on receiving a large amount of useful content from you. Features are appealing to editors and readers because they are informative and topical. A lack of source material can limit how well our staff can promote your product, service or client through a feature.

Offer Useful Tips in Your Feature

Newspaper editors and readers like articles that include useful tips. Including a list of instructions, how-to steps or steps for success on any topic have historically increased the number of placements collected for an article.

Run a Series of Features

NewsUSA is most effective when used as a campaign. Running a group of features over a period of time always proves more successful than running a feature individually. We specialize in multi-feature campaigns in which 3 to 24 features can produce thousands of placements.

If you would like to discuss story angles for a series of features, a proposal, or would like more information on how to increase your placements, please call Mike Carson at (703) 462-2042 or email mcarson@newsusa.com.



Find Success in a Series

Most television commercials are not created to play only once, and many print ads are recycled in several formats. These national media campaigns are your way to reinforce your brand or message over a longer period of time. NewsUSA specializes in multi-feature campaigns in which 3 to 24 features can produce thousands of placements. With our sizable prepayment discounts for these packages, you will save money while getting guaranteed results. Multiple features are a guaranteed way to garner a larger number of placements in newspapers around the country. As editors start to become familiar with your features, they will more readily run your additional articles.



Twelve features are guaranteed to get a minimum of 1,200 placements, but we average 7,776 placements (average 648 placements per feature). The best results occur when newspapers regularly receive features about your product, service, or organization over time. Repetition allows you to position your features in more newspapers and collect new readers.

For more information on creating a successful national media campaign, please contact Chris Cernoch at (703) 462-2052 or email ccernoch@newsusa.com

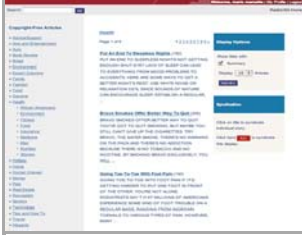


RadioUSA



NewsUSA Radio offers you a chance to reach radio audiences nationwide. Each feature is scripted to tell your story to the general public. Your scripts are written by radio professionals and professionally recorded.





Our new Web site, newsusaradio.com, offers you a chance to hear your professionally recorded stories as they air on the radio. The Web site provides your stories as downloadable audio files, text scripts, and HTML file formats. Click on the links below to hear samples of our radio features.

[Sample Radio Feature 1](#)

[Sample Radio Feature 2](#)

To visit the new radio Web site, go to www.newsusaradio.com



Specials

We have recently launched our new bundle of specials for the quarter. If you are interested in taking advantage of our 4th quarter packages or would like to save money on a larger media campaign, please visit the links below.

[4th Quarter Specials](#)

[Platinum Package](#)

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