



BLITZMEDIA-DIRECT

Guaranteed Editorial Placements Based on “Pay For Results” Only

Blitz Media-Direct/Blitz-Naps • Voice: 631.924.8555 Fax: 631.924.3890 Email: Blitz4pr@att.net

Utilizing black and white product photo and information you provide us about your or your client’s *products or services*, we will turn your information into a newsworthy story. Once you approve your release, your print story, radio and/or television commercial goes into production and is sent out to the media nationwide. Your print story will begin appearing in newspapers about 8 to 10 weeks afterwards, and can continue to appear up to a year after the initial release. Pricing includes detailed full-color Results Reports and Clippings ([click here for sample](#).)

12,500 NEWSPAPERS—157 MILLION READERS

Your coverage: We contact 12,500 newspapers—3,000 dailies with 67 million circulation, and 9,500 suburban weeklies with 90 million.

Your results: 100 to 400+ placements per release. Almost always you can expect 1,000+ placements for four releases.

Who uses Blitz-Naps: Most Fortune 500 companies, nearly all the 100 largest national advertisers, over 100 associations, over 150 PR firms including all of the 12 largest, and scores of government information offices—federal, regional and foreign.

Why use us: To create extra coverage by (a) covering feature and special section editors on major dailies; (b) covering 8,500 weeklies in the wealthy suburbs; and (c) providing releases on time-saving CDs, repro proofs and diskettes.

What editors receive: Diskettes (Mac or IBM depending on what each editor needs), repro proofs (different column widths because over 30% of papers can’t use the SAU size) and CD-ROMs.

Where do we mail: To our contacts at the offices of newspapers and to the homes of downsized former editors and recent mothers who freelance special sections from home. These people can give you half pages and full pages—in color if you offer it.

What you receive: We’ll send you reports—on paper and on CDs with motion, narration and music—including your clips, usage maps, printouts with circulation data, plus bar charts and pie charts so management can see at a glance your success in major markets.

Pleasant surprises: Most top-500 dailies now use camera-ready releases and are using fewer paper manuscript releases. Most clippings are from the suburbs of major markets, which is where most people live.

INVESTMENT: **\$11,412** for a two-column release. **100 placements** are just **\$114.12** per story. **250 placements** are only **\$45.64** per story. **\$8,377** for a one-column release. **300 placements** are only **\$270.92** per story: **\$13,765** for a three-column release. **400 placements** runs only **\$34.41** per story. Releases must be used within a year.



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GUARANTEE: We guarantee your 100% satisfaction with results—quality, quantity and speed—or you’ll receive another distributed release absolutely free. You’ll love your results.

Distribution of your Press Release includes many network affiliates, VHF, UHF and cable stations. Used as a stand-alone or individual segments on regular news and talk show. Reports include audience data and a map showing broadcast market locations. We guarantee you will receive a *minimum* pickup of 100 to 150 TV stations. Many stations broadcast each tape more than once.

1,500 TELEVISION STATIONS—55 MILLION VIEWERS

Your coverage: We contact 1,500 stations; mostly network affiliates, reaching nearly 100% of all Americans.

Your results: 100 to 150+ placements per release, including excellent stations in major markets. Most of your coverage will be on talk shows. Health and some homemaking releases also get news time (and often more than 150 placements per release).

What you supply: A VNR you’ve used, B-roll or color stills and information from which we can write a script for your approval.

What TV wants: Health, self-improvement, homemaking, travel, and facts on how the public may be affected by a coming Washington decision. Annual report photos—often brilliantly photographed and costly—are cherished by TV stations, as is “how-to” information lifted from consumer leaflets

What stations receive: Your releases on 3/4” tape, Betacam or Beta SP tape. The Beta SP costs three times as much as 3/4” but Beta—increasingly popular with top stations—helps you get dominant stations in major markets.

Budget: \$14,059.00—150 placements is an amazing low cost of \$94.00 per TV story!

Why cost is low: There’s no production cost—we use what you have—and we put 20 or 30 releases on a tape (making it much more valuable to stations). It’s like sending a package with UPS rather than all alone in a private plane. Results are: you get to the same place—and faster—at less cost.



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Proof of use: Your usage map and user printouts will be based entirely on Nielsen reports, faxes from stations and postcards, never on telephoned “yes we used it” reports.

GUARANTEE We guarantee your 100% satisfaction with results—quality, quantity and speed—or we’ll send out another distributed release absolutely free. You’ll love your results because we *guarantee* them.

Distribute your Press Release for use on regular news, music and talk shows. Many stations broadcast each script more than once. Monthly results reports include audience data and a map showing broadcast market locations.

7,500 RADIO STATIONS-58 MILLION LISTENERS

Your coverage: We contact 7,500 radio stations reaching nearly all Americans.

Your results: 400 to 500 placements per release—backed up by signed usage cards from stations. Radio is so hungry for material that many of your 400 or 500 stations will use you several times on the same day.

When you hit: Mainly on daytime news and talk shows serving homemakers, and on drive-time shows that serve commuters.

What you supply: A release or other information from which we can write a proposed script or series for your approval.

What stations receive: Scripts and a CD so each station can have the talent do the narration or use the professionally narrated CD.

Quality: As with our newspaper diskettes and our tapes for TV, you get one level of quality, the best—professional voice recorded on studio equipment and reproduced on quality CDs made from a master, never from a “fun at home” unit.

Budget: \$10,706.00 per release. **400 placements is a super low \$26.77 per story.**

Why cost is low: It’s the airliner effect—scalar economies. We put many releases on each CD, making the CD more valuable to stations and making your cost much less than if you were alone on the CD.



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Guarantee: We guarantee your 100% satisfaction with results—quality, quantity and speed—or we’ll run another release totally free. You’ll love your guaranteed results.

Value of radio: Radio is heard by more than 150 million Americans on an average day, and radio is terrific for reaching homemakers, many of whom listen for hours a day. Radio bills more in advertising than all consumer magazines combined.

MULTI-MEDIA RELEASE—21,500 MEDIA OUTLETS—270 MILLION

Your coverage: 12,500 newspapers, 1,500 TV stations and 7,500 radio stations. Your release goes to our 21,500 contacts at each newspaper, TV and Radio station.

Your GUARANTEED results: 600 to 1,000 placements per release.

What you supply: A release or information from which we can write proposed scripts and a newspaper release. Or send us an approved release and let us suggest minor changes that will increase pick-up without requiring another clearance.

What the media receives: Newspapers receive CDs, repro proofs or diskettes. TV receives 3/4”, Betacam or Beta SP tape. Radio receives scripts and CDs. Quality of our materials is superb—excellent repro quality for newspapers, top quality sound for broadcast, virgin tape.

Our media relations: When editors/broadcasters need releases the next day or even the same day—or jobs, or advice on what a new employer may be like—we help them.

Proof of use: We send you your clippings, usage maps, bar charts and pie charts plus, for TV, a printout of usage based on Nielsen reports, faxes from stations and postcards.

When: Every job can’t be a rush job but we’re here to serve you. We will get your jobs out fast—and faster than that when necessary because what’s good for you is good for us. We will send you your results on the day before you start writing your report, and you get not just a number but the whole thing—clips, maps and graphics—plus a CD of your results including music, narration and motion.

Budget: \$36,177.00 for sending your release to all **21,500 media**—newspapers, TV and radio—and then sending you your results. **700 placements runs only \$51.68 per editorial. 1,000 placements is a real bargain for only \$37.18 per story. [PR campaign over 12 months.](#)**



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Who uses us: Nearly all major PR firms/departments—and hundreds of smaller ones.

Why they use us: For the same reason they use Federal Express or UPS—cost, speed and time economy. You get more results than if you cover only the same largest 10% of media that everyone else also covers.

The hard part: The hard part is not getting the results. The hard part is making a decision—instead of putting it off—(a) to do it, and (b) which story to use. If you make those two decisions, we will deliver for you. You’ll love us because we guarantee results. Who else puts a legally binding guarantee in writing but us!