

## ***readMedia for Agencies***

### **Definitions**

- Product:** *readMedia for Agencies* provides online and direct press release distribution, web analytics, RSS feeds, multimedia hosting and search engine optimization for news releases that are created and submitted by state agencies, associations, not for profits and local and regional businesses.
- Circuit list:** Circuit lists are media distribution lists that include news media interested in discrete geographic or topical news stories. They cannot be changed or edited by the end user.
- Service levels** *readMedia for Agencies* is offered in A la Carte, Standard and Enterprise configurations.
- Major Media** Major media include daily newspapers; broadcast TV stations; public, news and talk radio; wire services; and business weeklies. Restricting a *readMedia for Agencies* account's lists to major media allows users to target a core news audience at a lower cost than reaching all media, though at the cost of eliminating important local media outlets like community weekly newspapers, arts weeklies, pennysavers, and the like. See the pricing FAQ for more details.
- Review hours** Editorial review hours are from 8:30am – 5:30pm Eastern time, Monday through Friday.

### **Differences between A la Carte, Standard and Enterprise**

- List usage** The most significant difference between the three account types is how media lists are created and paid for by the user.
- *A la carte accounts* pay an annual membership fee to maintain an active account with readMedia. Then, the account-holder pays to distribute each press release, with the price determined by the number of circuit lists chosen for that release, and the price of each list. The total annual price of the a la carte account is determined by the number of news releases sent in that year and the cost of the lists those news releases are sent to.
  - *Standard accounts* pay a flat annual fee for unlimited distribution to a predetermined set of circuit lists. The account-holder determines which set of circuit lists will be included in the account at the time it is set up, and a price for unlimited distribution to those lists is determined.
  - *Enterprise accounts* pay a flat annual fee to gain access to the readMedia ListBuilder, which allows the account-holder to search readMedia's proprietary media database, create customized lists,

save lists for later use, and distribute an unlimited number of news releases to those lists.

**Support time** readMedia provides live phone and email support to all clients during review hours.

*Enterprise accounts* receive 24/7 email and live phone support.

**Delivery time** Users submit news releases to go “over the wire” for distribution via the readMedia software. Each news release is reviewed and approved by readMedia before distribution to ensure the quality and deliverability of each news release. Depending on the level of service chosen by the user, the news release is delivered to the media:

- A la carte and Standard: if the news release is submitted for delivery during review hours, it will be distributed immediately on a first in, first out basis.
- Enterprise: news releases are reviewed and distributed immediately 24 hours/day, 7 days/week.

**Users** A la carte and Standard accounts receive 3 user accounts; Enterprise accounts receive up to 15 user accounts.

**Modules** *Enterprise accounts* have the option to integrate certain 3<sup>rd</sup> party modules, e.g. clipping or tracking services.

**Contacts** Contacts is the number of personal contacts (contacts entered by and administered by the user, rather than available within the readMedia database) that the organization may maintain within the readMedia for Agencies account.

- A la carte accounts receive no personal contacts
- Standard accounts receive up to 500 personal contacts
- Enterprise accounts receive up to 1,000 personal contacts

### **Indicative pricing for readMedia for Agencies**

*A la Carte accounts* pay \$144 per year for an active account. Thereafter, pricing is determined by the circuit lists the user chooses for each news release. All circuit list pricing is disclosed in the readMedia application; lists may be added and deleted depending on the needs of all readMedia clients. Current circuit list prices are as follows:

- New York statewide: \$195
- New York, major media: \$125
- New York business media: \$95
- New York political media: \$75
- New York, Southern Tier \$75
- New York City Metro \$140
- New York, Western \$75

- New York, North Country \$75
- New York, Hudson Valley \$75
- New York, Capital Region \$75
- New York, Long Island \$75
- New York, 5 Boros \$75
- New York, Lakes region \$75
- New York, Central \$75
- National \$195
- National Business \$125

*Standard account* prices vary based on the number, size and scope of the circuit lists chosen at the time of account setup. The following table lays out likely pricing for most standard account configurations.

<b>Circuit lists chosen</b>	<b>Cost</b>
Single metro area	\$99/month
Regional authorities, statewide major media	\$199/month
Statewide	\$749/month

*Enterprise account* prices reflect premium access to the readMedia feature set, enhanced editorial and technical support, and customized usage and modules.

	<b>Cost</b>
Base price	\$3,995/month
Editorial and technical support	\$2,995/month
Modules (optional)	
Clipping service	\$495/month
Localization engine	\$995/month

### **Discount to organizations procuring under the OGS master contract**

All readMedia accounts procured under the OGS master contract must reference this contract number during the procurement process. readMedia will proactively offer the discount to organizations that it knows to be eligible under OGS procurement rules. Organizations that procure under the OGS master contract will be granted a 10% discount to all charges associated with the use of readMedia accounts.