

the media online Press Office

Targeted. Relevant. Useful.



The best time to launch a brand extension is when people start asking for it. And they have. Lots of them.

So, after many years without one, The Media Online is launching a simple and effective press office.

This decision to do so was made after we explored a number of global offerings to get an idea of best practice, and how to put that knowledge into action on The Media Online.

What we found were negatives based on user confusion caused by clutter, difficulty in finding information and the inability to differentiate between paid vs unpaid content.

To guide our offering, we turned to our payoff line: Authoritative. Trusted. Credible. This is the beacon we have used over 11 years to steer content loaded onto the site. We also considered the power of our niche appeal. We know our clients and readers and show a bias for content that appeals to, inspires and informs them, but does not mislead. Our popular search function will remain an integral part of our content delivery.

How it works

The **Press Office** is reached via The Media Online navigation bar. No searching for an ad link or logo to find what you're looking for.

Once clicked, users quickly reach our **Press Office** landing page that features client logos under their chosen sector/s (radio, digital, out of home, agencies etc.), listed in alphabetical order.

Your branded page will contain your logo, brands, key contact details, social media links and press releases, all neatly laid out, with access to further information via your social media links.

Benefits to advertisers and users

- Quick and easy to find your landing page.
- A branding opportunity with visuals and links to further information on your website or blog.
- A sidebar widget on our homepage will alert readers to the 'latest press office news' and releases will feature for a minimum of 24 hours, increasing their opportunity to be seen. This will also be pushed via our social media channels.
- By including the words '**Press Office**', we can differentiate content, as credible media do with advertorial, for instance.

If your press release is offered to The Media Online exclusively, our editor will consider using the content on our homepage as one of the lead articles, or follow up with you to take your story further. Just because you're

in our Press Office doesn't mean your release doesn't have editorial value. Thought leaders, trends and opinions sit well with us and we can guide you on this.

We will avoid clutter and respect users by declining non-media related content, increasing time spent on the site.

You do not have to advertise with us or own a press office in order to get your news published by The Media Online. Submissions from you or your PR company, as always, will be assessed on relevance to our readership. However, if you don't have a press office, publication of your submission is not guaranteed.

An annual ranking table of your releases, based on the number of hits and interactions with the article, will appear annually in our newsletter.

themedialine Press Office

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Rate Card

We offer a standard **Press Office** package plus add-ons to improve the opportunity to be read and to save you the hassle of writing your own copy.

Press Office sponsorship package

- Assessment of **Press Office** releases for uploading to our home page
- Inclusion in the sidebar widget for a minimum of 24 hours
- Design and development of a personalised landing page including visuals and branding
- Social media link functionality
- A guaranteed 12 press releases over a 12-month period

Cost R16.500 pa

Our launch promotional campaign includes:

- Ads on our site directing users to the **Press Office**
- Ads in The Media magazine and digizine
- Ads on the Wag the Dog website

Add-on features to increase impact, usage and to save time:

- An alert for our Facebook users (R300 per FB boost) to increase reach
- Setting up of a YouTube channel for your brand (no charge)
- A video interview - filming, editing, music - R15 000 per two-minute video. Adds impact and visual media and doubles up for use across your collateral
- Press releases written by trained journalists (R3 500 per release of 700/800 words). Saves you time
- A banner ad on our homepage taken with the 12-month standard **Press Office** package (15% discount). Supplements press office content with brand building
- Photography and/or graphic design for your landing page and/or to accompany releases (quote based on brief). Visual impact improves value of written content