

# Community News Nationwide: North American Precis Syndicate Your Digital Editorial Ally

How to Engage and Influence Wealthy Suburbanites



# Broaden Your Base of Coverage And Grow Your Results



- Send your top story, not only to the top tier media but also actively pitch to the 2nd and 3rd tier community news outlets nationwide for deeper market penetration.
- After the top 500 major dailies, you can extend your reach to millions of additional readers, listeners and viewers nationwide by covering 10,000+ newspapers, online and print, 15,000+ blogs, 6,500+ radio stations and 1,000+ TV stations across the U. S.
- Editors and broadcasters need formatted articles that are ready to run as-is, to meet deadlines. Most are low on staff and rely on us, a trusted source of content for 60+ years, to send quality material, wonderfully written and credibly sourced with beautiful eye catching graphics or photos, in English and Spanish.



# Begin The Creative Process



- Our expert writers, with an average tenure of 10+ years, will take your background material, transform it into a suburban style of writing that is generally a little lighter and easier to read, and offer a proposed story at no cost or obligation that will get amazing results if you approve.
- After 60 years of being in this business and reviewing the results regularly to determine what formats editors prefer, we are really the experts at what kinds of stories will get the best coverage in community news outlets.



# Maximize Results



- Each online/print story, of 200 to 1,000 words, will get 100 to 400 placements in print and 1,000+ online.
- Each 30 or 60 second radio spot will get 300 to 400 on-air placements on network affiliated stations nationwide, usually on news or talk shows, either as individual segments or as part of our Radio Roundup Program, which is run in its entirety by many broadcasters, increasing chances of spots being aired.
- Each 30 or 60 second TV spot will get 100 to 150 on-air placements mainly on news and talk shows or as part of our CSNN program (Consumer Science News And Notes) which is run in its entirety by most of our users.



# Increase Site Traffic



- We offer several opportunities to drive more traffic to your site with hyperlinks in your story posted our site, with links for easy sharing on hundreds of social media sites under each article along with your site displayed within a frame for easy access.
- We are posting on our social media sites, Facebook, Twitter, Instagram, Pinterest, our blogs.
- We use link referral services to increase exposure.
- We are tagging key words for SEO.
- Stories are searchable on Google News and thousands of blogs.



# Send Formats That Are Required By Editors



- We have the most comprehensive bundle of formats for editors to choose from and will satisfy all special requests to maximize usage. We keep track of individual editor preferences and follow the high turnover of editors from one publication to the next.
- Formats we use include all commonly used digital formats, e-mails, RSS and XML feeds, social media posts, blog posts, pdfs, text, unformatted Word docs, jpg and more.
- We still send hard copy in a camera-ready format and CD's to many editors who prefer those and won't accept material in any other format.



# Impress Management With Great Results, Including All Metrics



- We provide pdf's of all placements in an online clip book with links to the online placements.
- We provide maps with pin dots for each placement.
- We provide percentages of placements in the wealthiest and most populous states with pie charts and bar charts for the number of placements over time.
- We list placements in market rank order with circulation, audience, site traffic and page views.
- We include ad value equivalencies.
- We can customize reports to include more metrics or exclude some.



# Where Are Placements?



- About 70% of daily newspapers use our stories.
- Thousands of weekly community news outlets, primarily in the wealthy suburbs, all supported by local advertising, are users.
- Thousands of bloggers rely on us.
- Thousands of news and talk show hosts, local community radio and TV stations use our spots.
- Our media relations team has built up relationships with editors over the 60+ years we have been in business. We attend several media relations conferences throughout the year and are constantly doing test mailings to be sure we are not missing anyone.



# Demographics



- Newspaper readership, online and in print, correlates to higher education and income levels.
- Ad spending on newspapers was over \$16 billion last year. Readership includes a large percentage of readers across all age levels and a majority of men and women.
- Feature news tends to be more credible than advertising, as it comes from trusted journalists.



# Trustworthy and Reliable Results: Award-Winning News



- Results are better than ever with many clients winning our Golden Thinker Award or our Certificates of Excellence for excellent achievement, way above and beyond the normal benchmarks of performance.
- Editors need us more than ever. Some are doing 2 or 3 jobs, and are so grateful for our continued support that they help us by sending us envelopes filled with copies of the stories they have placed for us, or links to those online.



To Learn More Or To Schedule A  
Demo, Contact Us At:  
[info@napsnet.com](mailto:info@napsnet.com) or 800-222-5551

North American Precis Syndicate  
501 5th Ave., 9th Fl., New York, NY 10017

