

One of the very cool things about PRWeb is it's a **FREE service**. You can submit press releases and get them online within a few days, and never pay a red cent.

But if you value your message, and understand how much leverage you can add with just a few tweaks, you'll want to consider adding some upgrade money to the pot... I assure you, in my professional experience, it will make the difference between amazing results and media-medocrity...

Here are my quick guidelines (you can learn more by requesting my 7 Secrets to Maximizing PRWeb's Online Visibility Engine. We'll be offering the guide by month end).

1) If you are completely broke, use the \$10 Contribution level to get access to the Distribution network. At least you'll get seen somewhere (you'll also speed up your delivery by 24 hours or so).

2) I recommend a minimum \$40 contribution. Why? because you get to add images AND see those images alongside your press release. That's a big deal, and with the massively increased distribution (search engines), a good starting point.

3) We experience a 2.5-4x increase by moving to the \$80-\$120 level (in fact, at \$120, you can hire PRWeb Direct to optimize and submit your PR for you, which is an outstanding value). At this level you get massive search engine and Yahoo+Google News distribution, meaning you'll be picked-up by hundreds of blogs and other PR distribution mechanisms. We regularly receive 75-100,000 title views and 500-1,000+ pickups.

4) There are a number of benefits as you scale up from here. From "inline images" on Yahoo and Google News, to Search Engine Optimized releases, to Top 3 position on PRWeb (giving you premium placement on every PR listing page for that day).

Use Credit Card, PayPal, your PRWeb Cash Account or even mail a check.

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PRESS RELEASE SAVED - PR TRACKING NUMBER: 248698
Your press release has been saved. Please record your Tracking Number. Your tracking number for this press release is 248698.

Step 2: Choose Distribution Enhancements
(Only if you would like to take advantage of our distribution enhancements.)

Choose a contribution level and distribution enhancements. Then click the "Continue" button below.

CHOOSE A CONTRIBUTION LEVEL & DISTRIBUTION ENHANCEMENTS

Your free distribution includes: PR Web™ Distribution, Search Engine Optimized, RSS/XML Feed (limited availability for releases without a contribution).

\$10 Level ★

You receive all benefits above plus: a Blue Star, Statistics (Quick Stats), Improved Placement, Next Day Distribution, Additional Industry Targets, Keyword Searchable at PR Web™, "Related News" inclusion.

\$20 Level ★ ★

You receive all benefits above plus: More Stars, Participation in the "Sponsored Press Releases" Rotation and eMediaWire™ distribution. **IMPORTANT NOTE:** This used to be the Search Engine Paid Inclusion Level. Recently Overture merged with Yahoo which expanded our reach. Because of increases in coverage and costs we have had to move these features to the \$30 contribution level. While this may seem like bad news to some it is actually a positive development. Your release now receives more exposure through the new program.

\$30 Level ★ ★ ★

You receive all benefits above plus: More Stars, PR Web™ leads the industry in a state-of-the-art system for guiding search engines to your release. Through our exclusive technology and strategic relationships with Google™, Overture™ and other search networks, we provide the broadest search reach of any press release distribution network available on the Internet. Our paid inclusion programs inject your press release directly into major search engines without having to wait the requisite 4-6 week crawl cycle. In order to offset the fees search engines charge for this service, only press releases with a minimum \$20 contribution may currently participate.

File Attachments (images, documents and multimedia files). Offering a minimum \$30 contribution to PR Web™ covers the additional costs associated with hosting and delivering these files. You may attach files up to 2MB in size.

Note about eMediaWire™ distribution & Google News inclusion: eMediaWire™ distribution is not guaranteed at this level. eMediaWire™ distribution is dependent on both the contribution level and the editorial score of your press release. Editorial scores of 4 or better are eMediaWire™ qualified for this distribution. Google News inclusion is limited to releases which qualify for eMediaWire distribution.

\$40 Level ★ ★ ★

You receive all benefits above plus: Gold Star and Thumbnail Views of your image attachments on your press release. At the \$30 level you can attach images (jpg, gif) that will be distributed with your press release. At the \$40 level we will provide a link to these images. When you contribute at the \$40 level you help us cover the extra costs of displaying your image every time someone reads your press release.

\$80 Level ★ ★ ★ ★

You receive all benefits above plus: More Gold Stars plus **Guaranteed Yahoo News** inclusion. With this option your entire release will be included in the Yahoo News press release collection. This distribution feeds many other search engine news services. Free NewsCrafter's™ consultation*

About Yahoo News inclusion: This option is only available to releases that qualify for eMediaWire distribution. You will be notified if your release does not meet the minimum requirements for this service. We will make every effort to work with you to make sure that your release qualifies for this distribution.

*If an editor determines that your news item could use some fine tuning, they will contact you with editorial suggestions. Our goal is for you to win the best placement for your news. A NewsCrafter's™ editor will contact you only if your release requires special attention.

Other Amount (one \$40 per each \$40 increment)

Of course any contribution is greatly appreciated. Remember that the higher your contribution the higher you move up on the daily distribution. You will also receive an extra gold star for each additional \$40 increase in your contribution.

Use "Other Amount" for contributions amounts that are not listed.

PLEASE CHOOSE A PAYMENT METHOD

PayPal

You will be given the opportunity to create a Paypal account if you do not have one.

Your PRWeb Contribution Account.
Your Contribution Account balance is currently .

US Mail and Alternate Contribution Methods

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