

# Web Feeds

Online placements and accountability ... guaranteed

## 43 Million Online Newspaper Readers ... Are You Reaching Them?

The Newspaper Association of America reports that there are more than 43 million online newspaper readers nationwide — and the numbers are growing every day. In fact, newspaper Web sites represent one of the single largest audience groups on the Internet.

## Online Placements and Links to Your Web Site Provide Maximum Exposure

When you purchase a Family Feature or release, you not only receive print placements, your content, product messages and links back to your own Web site are placed on newspaper and community Web sites for an entire week.



## Web Reports Provide the Accountability You Need

These reports are easy-to-use, and they summarize your online feature coverage. In addition to providing information on the Web sites that carry your message, these reports also include live links to each Web site so you can view and verify your online placements in REAL TIME. These are absolute must-have reports for brand managers, marketing executives and agency personnel needing to provide PR and marketing results quickly.

- **Easy-to-Use** ... 24/7 access via our password protected Web site
- **Online Placements** ... instant and guaranteed!
- **Nationwide Exposure**
- **Links Back to Your Web Site Increase Traffic**

**NOTE:** Your feature's copy, recipes and photos will be placed online on newspaper sites and portals for one week during the optimal media coverage period. You may access your report for up to 3 months following the release of your feature.

**Put the Power of Print and Online to Work for YOU.**  
**Call 1-800-800-5579 or visit us at [www.familyfeatures.com](http://www.familyfeatures.com).**