

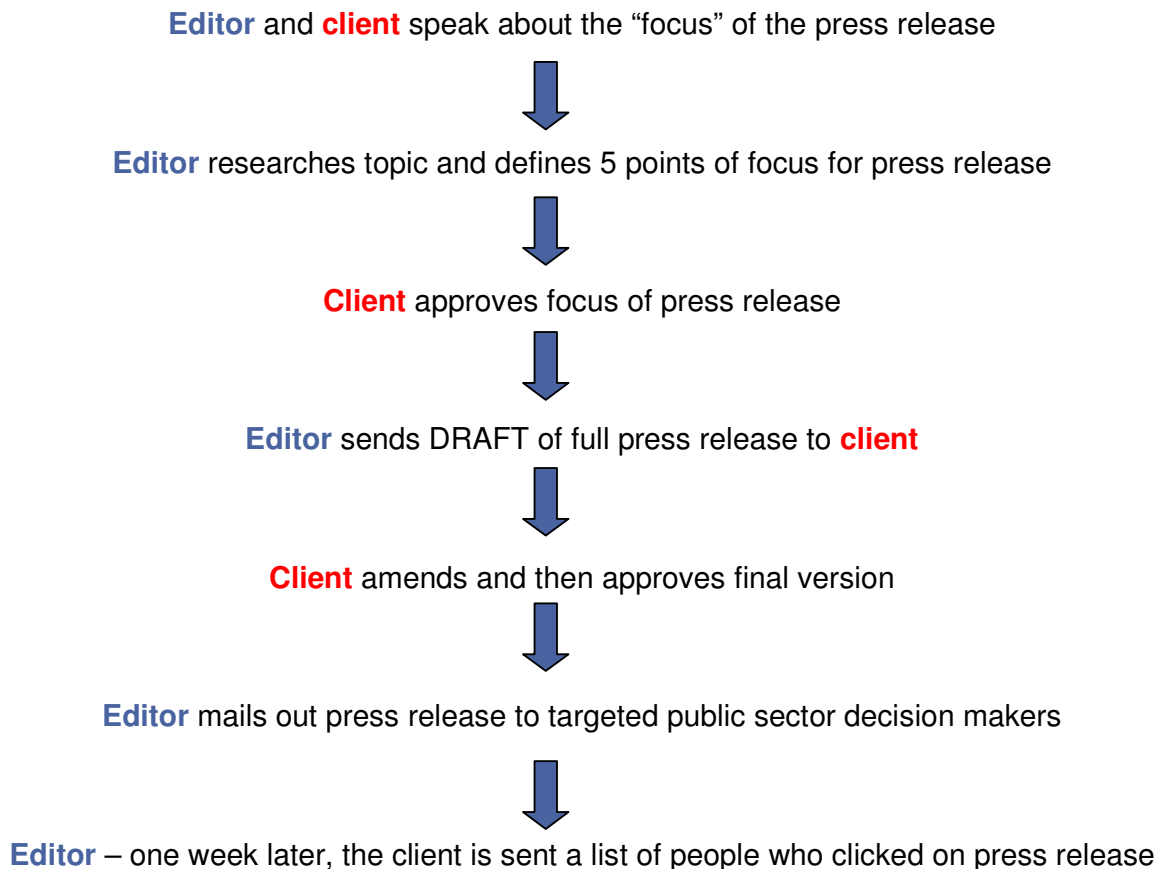
## Public Sector Focused Press Release Process from Buyers Guide

*Buyers Guide* offers a single source press release research, writing and distribution to Public Sector decision makers. Each press Release message is targeted to attract the attention of the decision makers. Currently, we have a database of over 64,000 opt-in government e-mail addresses.

With the goal of getting the public sector employee to open the press release, we target messages to catch their “interest”. Therefore we offer three different types of press releases based on;

- A **NEWS STORY** that has relevance to the public sector – sponsored by a company
- A **COMPANY PRODUCT** that offers a solution to an existing issue for the public sector
- A **COMPANY EVENT** (winning a major contract, award, launching a new product, etc)

The process is a collaboration between the Buyers Guide editorial team and the company representative. The process follows a similar flow to the chart below.



## Sample Results

Buyers Guide Sample Clicks for press release report Nov 2007.xls									
	A	B	C	D	E	F	G	H	I
1		Buyers Guide Press Release - Clicks							
2		XYZ press release report Nov 2007							
3	Clicks	E-mail	Name	First	Family	Format	Category	First Click	Last Click
4	1	a.j.gooneratne@qmul.ac.uk	Anil Gooneratne	Anil	Gooneratn	HTML	BG-Faciliti	06/11/2007 10:45	06/11/2007 10:45
5	1	a.king@wansbeck.gov.uk	Adrian King	Adrian	King	HTML	BG-Faciliti	09/11/2007 13:54	09/11/2007 13:54
6	10	w.jackson@nls.uk	Mr Bill Jackson	Bill	Jackson	HTML	BG-Faciliti	06/11/2007 12:28	13/11/2007 17:03
7	1	andrew.wild@cityoflondon.gov.uk	Andrew Wild	Andrew	Wild	HTML	BG-Faciliti	06/11/2007 13:47	06/11/2007 13:47
8	1	john.baglivi@whittington.nhs.uk	John Baglivi	John	Baglivi	HTML	BG-Faciliti	06/11/2007 11:25	06/11/2007 11:25
9	2	keith.butler@wdgh.nhs.uk	Keith Butler	Keith	Butler	HTML	BG-Faciliti	07/11/2007 09:20	07/11/2007 09:20
10	1	lynda.hanson@derbyhospitals.nhs.uk	Lynda Hanson	Lynda	Hanson	HTML	BG-Faciliti	06/11/2007 14:10	06/11/2007 14:10
11	1	maralyn.read@burtonh-tr.wmids.nhs.uk	Maralyn Read	Maralyn	Read	HTML	BG-Faciliti	06/11/2007 17:41	06/11/2007 17:41
12	1	mike.speakman@nottshc.nhs.uk	Mike Speakman	Mike	Speakman	HTML	BG-Faciliti	06/11/2007 13:44	06/11/2007 13:44
13	1	ned.binding@ydh.nhs.uk	Ned Binding	Ned	Binding	HTML	BG-Faciliti	06/11/2007 12:09	06/11/2007 12:09
14	1	nigel.palmer@rbh.nhs.uk	Nigel Palmer	Nigel	Palmer	HTML	BG-Faciliti	06/11/2007 11:41	06/11/2007 11:41
15	1	ptierney@boumemouth.ac.uk	Peter Tierney	Peter	Tierney	HTML	BG-Faciliti	06/11/2007 11:09	06/11/2007 11:09
16	1	R.J.Thompson@newman.ac.uk	Bob Thompson	Bob	Thompson	HTML	BG-Faciliti	06/11/2007 12:37	06/11/2007 12:37
17	1	richard.andrews@hwph-tr.nhs.uk	Richard Andrews	Richard	Andrews	HTML	BG-Faciliti	09/11/2007 09:19	09/11/2007 09:19
18	1	richard.webster@winchester.ac.uk	Richard Webster	Richard	Webster	HTML	BG-Faciliti	06/11/2007 11:52	06/11/2007 11:52
19	9	riva.knight@wsh.nhs.uk	Riva Knight	Riva	Knight	HTML	BG-Faciliti	06/11/2007 16:20	12/11/2007 15:31
20	3	robert.storr@wwl.nhs.uk	Robert Storr	Robert	Storr	HTML	BG-Faciliti	06/11/2007 15:35	06/11/2007 17:37
21	1	s.knight@mdx.ac.uk	Steve Knight	Steve	Knight	HTML	BG-Faciliti	06/11/2007 10:41	06/11/2007 10:41
22	1	Sarah.King@tvu.ac.uk	Sarah King	Sarah	King	HTML	BG-Faciliti	07/11/2007 17:01	07/11/2007 17:01
23	1	squibbj@boumemouth.ac.uk	Joanne Squibb	Joanne	Squibb	HTML	BG-Faciliti	06/11/2007 10:41	06/11/2007 10:41
24	3	steve.berry@humber.nhs.uk	Steve Berry	Steve	Berry	HTML	BG-Faciliti	06/11/2007 12:28	06/11/2007 13:48
25	1	steven.packer@whittington.nhs.uk	Steven Packer	Steven	Packer	HTML	BG-Faciliti	06/11/2007 13:24	06/11/2007 13:24

## VALUE OF THE BUYERS GUIDE PRESS RELEASE TO THE PUBLIC SECTOR

Buyers Guide is creating and broadcasting dozens of press releases to public sector decision makers each month. This brings an efficiency of scale to the process and enables Buyer Guide to offer excellent value, when compared with a company executing the process on their own or contracting with a public relations firm.

### BUYERS GUIDE PRESS RELEASE

- Included** - Define focus of press release
- Included** - Research to topic
- Included** - Bullet point press release
- Included** - Write a draft of press release
- Included** - Define public sector audience
- Included** - Secure opt-in e-mail addresses
- Included** - Use spam approved e-mail system
- Included** - Send report to client

#### Introductory Offer

£1,500 per press release

#### Regular Tariff

£2,000 per subsequent press release

### DO IT YOURSELF PRESS RELEASE

- Included** - Define focus of press release
- Included** - Research to topic
- £320** - Bullet point press release
- £400** - Write a draft of press release
- Included** - Define public sector audience
- £1,000 min** - Secure opt-in e-mail addresses
- £3,500 p/year** - Use spam approved e-mail system
- Not available** - Send report to client

#### One off cost for first press release

**£5,220 per press release**