

Sources gives you powerful tools to help you stand out from the crowd

Your **Sources** listing is an extremely effective tool for telling the media you are ready and willing to share your expertise and views with them.

About 1,000 journalists a day use the **Sources** site to find contacts to interview for their stories or to feature as guests on their shows. On top of that, thousands of copies of the ever-popular print edition of **Sources** go out, by request, to reporters and freelancers who use it to find experts — and also, especially, to come up with story ideas.

Your **Sources** listing is like a permanent news release that tells journalists not only what you know and how to reach you, but also why they should call you.

One of the secrets of **Sources'** power is the multiple ways in which it complements and magnifies your other efforts to publicize yourself. For example, **Sources'** high Google® ranking helps to push organizations listed in **Sources** to Page 1 of a Google search related to their areas of expertise.

Here are other ways you can use Sources to amplify your message:

- **The Sources Calendar.** Tell the media about your events. Because you are listed in **Sources**, you can announce your events for **FREE**. Go to www.sources.com, select Sources Calendar, then click on Add an Event. Your username and password are on the enclosed renewal form.
- **Post your news release on Sources.com.** 4 postings per year **FREE**. Your release reaches the journalists who use **Sources** -- and it also shows up in all search engines. We can also distribute your release by E-mail for a small fee.
- **NEW!** Include **video** or **audio** clips in your listing so broadcast producers and people who book speakers can see and hear you. Give them more reasons to call you!
- **Put a link to www.sources.com** on your Web site. Being linked to a highly ranked site like **Sources** increases the ranking of your own site, and additionally increases the visibility of your **Sources** listing.
- Subscribe to **Media Names & Numbers** if you want to actively pursue outbound media contacts. A subscription costs \$109.95 per year, and includes a 408-page print directory listing more than 6,000 print and broadcast media outlets, as well as access to the continually updated online version.
- **Mailing Lists and Databases.** The information in *Media Names & Numbers* and the *Parliamentary Names & Numbers* government directory are available as electronic databases you can use to create and maintain customized contact lists, mailing labels, merge documents, fax and E-mail lists, etc.

You can further increase your visibility by adding these features to your Sources listing:

- Tell the French-language media you can take their calls.
Add a **French paragraph** to your listing (up to 60 words) \$ 99
- Add **extra words** to your English or French descriptive paragraph \$ 5 per word
- Add a **logo** or your **photo** to your listing \$ 99
- Have your organization's name appear in **large type** in the print edition \$ 49
- Logo + large type combination \$ 129
- Add a **hotlink** from your **Sources** listing to your organization's Web site.
An excellent search engine optimization tactic. \$ 25
- Add **extra subject headings** to highlight all your areas of expertise \$ 5 each

www.sources.com — 416-964-7799 — listings@sources.com