

Helping you help your members with the **SOURCES** Partnership Program

Journalists and editors turn to **SOURCES** because it gives them what they need: profiles and contact information for articulate people who can provide informed comment and expertise.

SOURCES works because it provides journalists with 'one-stop shopping'. Instead of having to search through thousands of hits on search engines to find suitable experts and spokespersons to interview, they can go to the one place they have been able to trust for more than 30 years to find the contacts they need for their stories and shows: **SOURCES**.

With more journalists than ever using **SOURCES**, we are moving to broaden the expertise available through **SOURCES** by partnering with selected associations. The partners we seek are:

- Associations whose members are businesses or other organizations;
- Associations whose members are individual speakers, authors, entrepreneurs, or consultants.

In order to bring more qualified sources into **SOURCES**, we offer the following simple no-nonsense partnership program:

If a certain number of your members (be they organizations, businesses, or individuals) sign up for **SOURCES** memberships, we'll provide substantial discounts on their **SOURCES** membership fees. Discounts can go either to the parent organization or directly to your members, as follows:

- If 10 of your members join **SOURCES**, we rebate 25% of their fees.
- If 25 of your members join **SOURCES**, we rebate 30% of their fees.
- If 40 of your members join **SOURCES**, we rebate 35% of their fees.
- If more than 100 members join **SOURCES**, we rebate 45% of their fees.

As **SOURCES** members, all of them receive the full range of member benefits, including:

- A full media profile on the **SOURCES.COM** website as well as in the print edition.
- In-depth subject indexing, cross-linking and search engine optimization to ensure that journalists find them under all their areas of expertise.
- FREE news release distribution by RSS newsfeed and postings on the **SOURCES** site.
- FREE event postings in the **Sources Calendar**.
- Reduced rates for **SOURCES** media training.
- Reduced rates for **SOURCES** media lists.

We'd love to tell you more about the many ways in which this strategic partnership could benefit your association and your members, but we don't have room on this sheet!

Trevor Fortune, our manager of strategic partnerships, would be happy to discuss this partnership program with you.

Call him at **1-800-299-7990** – or fill out the form below, fax it to **416-964-8763** and he'll call you.

 Yes, we are interested in exploring a strategic partnership with SOURCES. Please call me.

Name _____

Organization _____

Title _____

Phone _____ Email _____

SOURCES
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