

## **National Consumer Brands Can Now Secure Hundreds to Thousands of Editorial Placements in Local Newspapers & Websites Across U.S.**

*With the Launch of its Online Feed, StatePoint Media Customers Receive Prominent Exposure on Front Page of 81 Percent of Websites Registered For StatePoint Service*

(New York, NY – May 17, 2011) – StatePoint Media, Inc. ([www.StatePointMedia.com](http://www.StatePointMedia.com)), a premier local feature placement service, today announced the launch of online distribution and tracking of its feature stories, complementing the company’s already strong print coverage. StatePoint Media uniquely provides customers with local editorial coverage in community print newspapers and on regional newspaper, television and radio station websites nationwide.

The company’s customers now receive several hundred confirmed print and online editorial placements per feature story, providing a wide network of coverage ideal for promoting their brands and social media initiatives.

Additionally, customers benefit from receiving prominent front-page exposure on 81 percent of StatePoint Media’s registered media websites. To-date, more than 6,100 local newspapers, television stations and radio stations have registered to use StatePoint Media’s editorial content in print and online.

“The launch of online distribution and tracking allows our customers to expand their media coverage to reach an audience they’re not targeting – the mass readership of regional media websites and local community newspapers across the country,” said Roger Maes, Chief Marketing Officer at StatePoint Media. “We’re delivering a better value to our customers than ever before, as our feature stories average a measurable promotional value that’s 18x what our clients pay.

**New Online Distribution & Automated Feeds**

More than 550 local media websites have registered with StatePoint Media. Over 200 of these media outlets have registered for StatePoint Media's new automated online story feeds, including top community newspapers, radio stations and ABC, CBS, NBC and FOX television affiliates. Eighty one percent of customer stories receive front-page exposure, while an additional 17 percent are installed on news pages or other section fronts.

"Ninety eight percent of our stories are linked to a website's front page or news page," said Robert Silverman, StatePoint Media's Editor-in-Chief. "This adds a high degree of credibility to our stories, as they appear in prominent places on local media sites that people pay attention to in their communities."

StatePoint Media provides "news readers can use" – stories containing actionable information from trusted experts. To best meet editorial and customer needs, StatePoint offers high quality stories of various lengths in AP Style, typically ranging from 100 to 600 words each. Content is updated multiple times a week.

The company's editorial team is composed of award-winning journalists whose work has been published in such industry leading media outlets as *The New York Times*, *The Los Angeles Times*, ESPN, *The Washington Post*, *Atlantic Monthly*, *The Boston Globe*, *Cleveland Plain Dealer*, *Woman's World*, *TV Guide*, *Sesame Street*, *Food Arts*, *Tribune News Service* and many others.

### **About StatePoint Media**

As the premier local feature placement service in the country, StatePoint Media, Inc. ([www.StatePointMedia.com](http://www.StatePointMedia.com)) allows customers to expand their media coverage with a steady flow of positive press to a mass audience they're not targeting – regional media web sites and local community newspapers across the country. StatePoint Media has promoted hundreds of top consumer brands to its more than 6,100 registered print and online media outlets. The company has offices in New York City and Madison, Wisconsin.

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