

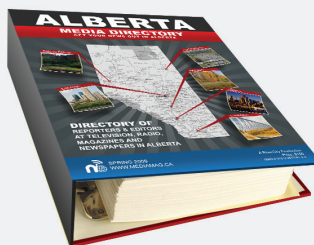
mediamag.ca

Publications & Services

in Alberta

Print directory of phone, fax, email addresses and contact information for more than 850 reporters and editors at daily and weekly newspapers, television and radio stations, ethnic publications and broadcasters, student and campus media, consumer and trade magazines in Alberta.

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Delivering media & communication services in Alberta





**Full Services 365
(\$800 NonProfit)**

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**Full Services 365
(\$1000 Corporate)**

We will distribute your next five media releases, advisories or public service announcements over 365 days by fax and email to the all or any of the more than 1200 reporters and editors at daily and weekly newspapers, show hosts and producers at television and radio stations, ethnic publications and broadcasters, student and campus media, consumer and trade magazines in Alberta using our offline media list. We compile the distribution list online together and you supervise the distribution of your announcement to the media. You'll have the option of ordering a copy of the print directory or 30 days access to the online media directory so you can follow up with the media. Includes an online newsroom for your releases on newsrooms.ca as well as access to the online library of resources we use at our media training workshops and webinars for the term of your subscription and more...



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Media Release Editorial Services & Social Media Tutorial (\$750)



We will write and design your next media release, advisory or public service announcement and distribute it by fax and email to the all or any of the more than 1200 reporters and editors at daily and weekly newspapers, show hosts and producers at television and radio stations, ethnic publications and broadcasters, student and campus media, consumer and trade magazines in Alberta using our offline media list. We compile the distribution list for your media release together online and you supervise the distribution of it to the media. We will advise you on how to follow up on your media release and show you how to use Facebook, YouTube, Flickr and other social media tools to attract attention to your news online in a three hour online webinar or a two hour in person tutorial.

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Order a personal three hour webinar online or two hour in-person tutorial at your office on such things as crafting a media plan, pitching your stories to the media, posting your news release online, building an online newsroom, attracting the attention of bloggers, browsers or online journalists or any other workshop or webinar we offer customized to suit your objectives.

Testimonial

“Media Mag’s interactive option for media releases was a great experience! It not only allowed me to have input in where my release went, but it was easy and fun to use. Marilyn takes you through the process like a professional and really shows her expertise in the field through her knowledge of, not only individual media networks, but also individual contacts at each media outlet. Through the advancements of technology, I was able to follow along the process of sending out the release virtually and now with the new newsrooms.ca site, I can link the media release directly to our website. It is clear to see that mediamag.ca does indeed have one of the largest media directories in Alberta and why she is a highly regarded media trainer. We love being able to provide this outstanding service for our clients. Thank you!

CRESSIDA RAFFIN, *Event and Marketing Coordinator–Pivotal Events*
2008 Event Producer of the Year (Meeting Planners International–Alberta Branch)

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We offer custom webinars, workshop and presentations on twenty five corporate media and social media topics to groups of all shapes and sizes. Fees range from \$500 for a custom webinar to a two day on-camera media training workshop for \$3000.

See the media training section at mediamag.ca for the latest workshop and webinar lineup and for more information on our publications and services.

Call us for more information on media training and rates. Read more about our media training services, background on the instructor and participant feedback in the MEDIA TRAINING section at www.mediainalberta.ca