

# Marketwire

## Setting up an Account

To create an account on Marketwire ([www.marketwire.com](http://www.marketwire.com)), log in to Marketwire, click “create new account” and begin completing the information. You need to make sure all of the information is correct, and the billing information needs to be the main client contact (so the account is set up with direct billing to the client, NOT to Trainer). Once the information is completed, click continue.

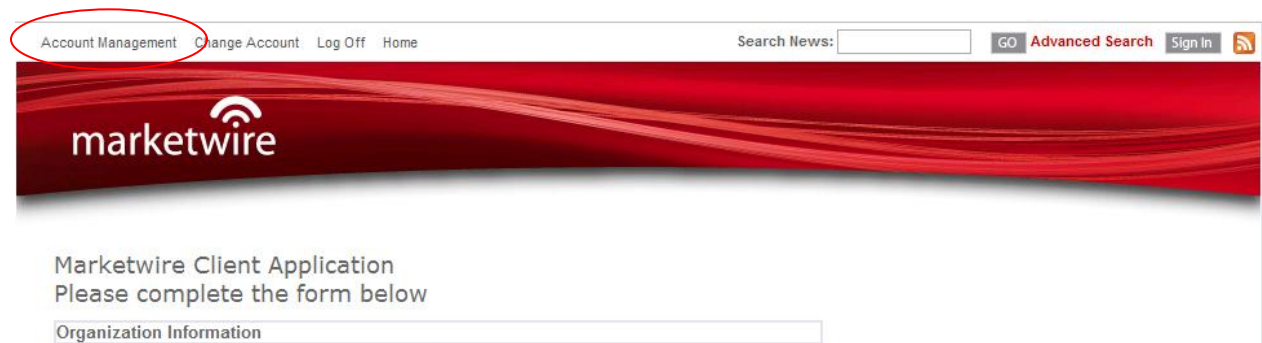
Marketwire Client Application  
Please complete the form below

Organization Information		
Account Name	Ticker Symbol	
<input type="text"/>	<input type="text"/>	-Exchange- <input type="button" value="v"/>
Address	Suite/PO Box (optional)	Address 3 (optional)
<input type="text"/>	<input type="text"/>	<input type="text"/>
City	State	Zip
<input type="text"/>	<input type="text"/>	<input type="text"/>
Country	Organization Main Phone	
United States <input type="button" value="v"/>	<input type="text"/>	
Organization URL (optional)	<input type="text"/>	


  


Billing Information	
Billing Contact Name	Phone
<input type="text"/>	<input type="text"/>
Fax	Email
<input type="text"/>	<input type="text"/>

During the setting up an account process, you need to make sure all of the Trainer employees on the account have access to Marketwire (so that all account team members can upload a press release in case the primary person is not available). To do this, go to Account Management located at the top left corner of the screen.



Under Account Tools, select Manage Users. From there, select add user and add in the new contact’s email. An email will be sent to the contact to either register with Marketwire or confirm the account.

Account Management Change Account Log Off Home Search News:  GO [Advanced Search](#) [Sign In](#) 



## Manage Users

Add or delete any user by clicking on the appropriate link. Please NOTE: Primary Users will be able to add or remove users from their account. All users may edit their own information. Primary users may edit other users originally created on the same account.

Account Name: **Quantivo**


[Add User](#)


Name	Title	Email	Phone	Status	*Edit
Gary Good	VP	gary@trainercomm.com	707-837-1718	PRIMARY	<a href="#">Delete</a>
Erin Lumley	Sr. Manager	elumley@trainercomm.com	925-271-8229	PRIMARY	<a href="#">Edit</a> <a href="#">Delete</a>
Ross Perich	VP of Client Operations	ross@trainercomm.com	925-271-8203	PRIMARY	<a href="#">Delete</a>
Jenna Richard		jrichard@trainercomm.com	(925) 271-8207	PRIMARY	<a href="#">Edit</a> <a href="#">Delete</a>
April Rudish		arudish@trainercomm.com	925-271-8212	PRIMARY	<a href="#">Delete</a>

\* Primary Users may add and delete other users. Secondary Users may not.

## Uploading a Press Release

To upload a press release, click on the account that the press release is for (i.e., Quantivo, Xirrus, Venafi, etc.). For existing accounts, select the drop-down menu under submit your press release. If it is an existing client, in most cases an account profile will already be saved, so go ahead and select the saved profile and select next. If it's a new client, select the drop-down menu and select submit without using a profile.

Account Management Change Account Log Off Home Search News:  GO [Advanced Search](#) [Sign In](#) 



## Account Management

**Your most recent release activity is:**  
 Quantivo Expands Global Presence, Forging Key Partnership to Bring High-Performance Behavior Analytics to Businesses Throughout Europe - Oct 11 09:00 AM ET - **Distributed**  
 Word Count: 893

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### Services

- ◆ [Submit Your Press Release](#)
  - ◆
  - ◆ [Select an Express Submission Profile -](#)
  - ◆ [Submit without using a Profile](#)
  - ◆ [\(No Name for Profile\)](#)
  - ◆ [Quantivo Release Template](#)
  - ◆ [Schedule Your Webcast](#)
  - ◆ [Schedule Your Conference Call](#)

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### Account Activity

- ◆ [Release History](#)
- ◆ [News Dashboard](#)



**Please verify that your contact information below is still accurate.**

For security purposes, you will need to contact Client Services to request any changes to the account or billing information.

**Contact Info** [Edit](#)

Jenna Richard

Ph1: (925) 271-8207  
 Ph2: (209) 840-0723  
 jrichard@trainercomm.com

**Account Info**

Quantivo  
 2000 Alameda de las Pulgas  
 Suite 280  
 San Mateo, CA 94403

To submit the press release, first you will need to enter in the company's name. Make sure the company's name is correct, if unsure, check their website or ask a team member. Then, upload the press release by clicking choose file. Once the release is attached, you will need to select distribution time and date. Please note, most Marketwire accounts are set for Pacific Time and not Eastern Time. The ideal time to issue a release is 5 AM or 6 AM PT (so your news will cross the wire before the stock market opens at 9:30 AM ET). The ideal days for distribution are Tuesday-Thursday, with Thursdays being the best day.

### Step 1 - Submit Your Release

#### ▶ Enter Company Name

Enter the company name to which this release pertains. Do not enter your agency's name unless this release is about the agency.

#### ▶ Enter Ticker Symbol

 --Exchange--

The ticker symbol must match that of the company issuing this release.

#### Enter International Securities Identification Number (ISIN)

Enter the 12 character alpha-numeric ISIN. Please note that European Disclosure distributions require the entry of an ISIN code.

#### ▶ Upload Release

 No file chosen

Use the "Browse" button to upload your release as either a Microsoft Word or Word Perfect Document, or a Microsoft Works, Lotus Notes, Rich Text, or text file.

#### Upload Financial Table

 No file chosen

Use the "Browse" button to upload your financial table as a Microsoft Word or Excel Document, Lotus 123 file or CSV file.

#### ▶ EDGAR

 File as an 8-K with EDGAR.

#### ▶ Select Distribution Date & Time

Select time

Month	Day	Year	Hour	Minute	<input type="radio"/> AM	<input checked="" type="radio"/> Pacific Time
--	--	2011	--	--	<input type="radio"/> PM	<input type="button" value="Change Time Zone"/>

The second page in the Marketwire upload process will lead you to the different industries that are relevant to the release. Each release and company will have its own type of industries relevant to a particular release. For example, ASSIA, Inc, is part of the telecommunications industry, so normally you would select the telecommunications industry. However, if ASSIA were to do a partnership announcement with a government company, you would also want to select the government industry as part of the profile set up for that particular release.

The next step is selecting the distribution of the release. Normally, Trainer always selects Northern California distribution because that is the most cost-effective circuit that hits the majority of the technology publications that are most important for our clients. In most cases, the releases from Northern California distribution will get picked up by other outlets around the country. Only select National or other distribution locations if the client approves (as it typically costs more). Helpful tip: if the client wants a different distribution than Northern California, make sure you let the client know the price beforehand.

What are some differences between, high-tech hot spots and National distributions? High-tech hot spots are sent to all of the top technology cities such as Boston, Austin, Seattle, etc. National

distribution is targeted for business media, everything from finance to software to business. If a client is having a huge launch or a huge partnership announcement, it is wise to use National distribution (but it's more expensive so make sure to let your client know the financial ramifications).

Tip: Let Tim Taggart, Marketwire's Account Executive, know and he can include high-tech corridor on the back end.

Once the distribution has been selected, the next step is to add logos, SEO keywords, and social media links. The SEO and social media links are limited to 100 characters and should reflect the main points in the release. For example, m-Via is a mobile money transfer company. Some of the key words to include would be *mobile payments*, *mobile banking*, *mobile money transfer* and *m-Via*. The company name should always be included in SEOs and social media links. If the release includes another company, for a partner release, make sure to include the other company's name.

Some releases will include photos and videos; this is the point at which you would upload videos and photos with captions.



#### Step 4 - Add Enhancements:

Add enhancements to your release by clicking on the appropriate "Add Now" button. If you already have enhancements uploaded, you may replace them by clicking the "Replace" button.

Enhancements			
Logo	None added	FREE	Add Now
Photos/Graphics	None added	Basic: \$100, Enhanced: \$330	Add Now
Attachments	None added	\$100 each	Add Now
Highlighted Links	None added	FREE	Add Now
News Dashboard Additional Emails	None added	FREE	Add Now
Click Tracking	Enabled	FREE	Cancel
Search Engine Optimization (SEO)	Basic Included	Basic: FREE Enhanced: \$75	(included) Add Now
Social Media Links	None added	FREE	Add Now
Audio/Video	None added	\$75 per Link \$125 per Embedded Video \$.35 per name.	Add Now
Custom Email/Fax	None added		Add Now

The final step is to look through every detail of the release. Make sure the release is accurate (and the final copy approved by the client), the logo is correct, SEO keywords and social media links are added, distribution is set correctly along with the selected industries, and make sure the distribution date and time is correct.

Once the submit button has been selected, an email will be sent containing a 6-digit security code. Marketwire will call within 30 minutes to confirm the release. A representative from Marketwire will ask verification of the security code. Once the security code has been approved, the Marketwire representative will then confirm the headline, dateline, contact, distribution date, time and location. If

there are any grammatical mistakes in the release, the Marketwire representative will ask for approval to fix the mistake. Once the release has been confirmed, the release will go out on whatever date and time was selected and Marketwire will send you a confirmation email when the release crosses the wire.

## Other Services

Marketwire does offer other services beyond press release distribution. From email blasts to media list creation, Marketwire can assist.

For example, "Custom Wire" is very similar to an email blast from Microsoft Word. The only difference, it does not personalize emails the way Word can. For example, Custom Wire cannot personalize the emails by starting with, "Hi Mary" or "Hello Frank." Marketwire is able to determine who opened the email, who didn't open the email and which ones bounced back.

Another service Marketwire provides is Map. Map is able to build analytics for our new business pitches so we can understand the prospect's "share of voice" vis a vis competitors. For example, Marketwire will be able to gather all online conversations from the last 24 months into a database, and then analyze the data. In order to do this, Tim will need two-day advanced warning and can create the database himself.

The last additional Marketwire service offered to Trainer is creation of a media list. Media lists can be very time consuming; with Marketwire all that is needed is to send Tim an email including, sector, type of media, location and provide a deadline of when the media list needs to be completed. This usually takes Tim anywhere from 1-2 days to complete, and he will provide a very extensive list tailored to your request.

Task Name	Description	How Long It Takes	Day	Cost	Rate =	\$ 150.00
Receive/Proof Document	Thoroughly proof press release for consistency and accuracy in APA styling, formatting, spelling, messaging, etc.	0.5	1	\$ 75.00		
Wire Service Upload	Access wire service account and upload proofed release for release at predetermined time. This includes tagging release appropriately with SEO enhancements, choosing appropriate distribution, logo accents, tables, videos, etc.	0.5	1	\$ 75.00		
Coordinate Confirmation	Coordinate wire service proofread and date/time confirmation for release on wire.	0.25	1	\$ 37.50		
Confirm	Send confirmation to client including uploaded release and wire service details.	0.25	1	\$ 37.50		
Follow up reports	Provide any follow up reports to client, detailing distribution, aggregated pick-up, etc.	0.5	3	\$ 75.00		
<b>Total</b>		<b>2</b>		<b>\$ 300.00</b>		