



SOUTH AFRICAN
Insurance Times & Investments News

PRESS OFFICE PROPOSAL

BY

ITInews

The ITNews Press Office concept

The Press Office is not a new concept. Any company large or small needs to inform the market about its services and products. It is the reason why most companies produce press releases through their PR and advertising agencies.

The problem is that the task of distribution of the press release is then placed in the hands of a sometimes indifferent media that may or may not respond appropriately to the request to publish the content.

The ITNews Press Office however guarantees publication and distribution of your press releases directly into your marketing channel and to the media, enhancing the effectiveness of your PR and advertising spend.

Secondly ITNews is a community portal that encompasses the industry, marketing agents and the consumer, implying that the publication of your press releases on ITNews creates a one stop shop for all industry news.

What do ITNews and Insurance Times and Investments magazine do?

ITNews goals

ITNews promotes the obvious synergy between product provider, financial adviser and the consumer.

1. Independence

Because of its independence, ITNews is a most effective and extensive electronic news channel, working in close liaison with Insurance Times and Investments magazine in promoting industry issues.

Its main audiences are not only industry management of all disciplines, but also a highly focused target market of planners, advisors and brokers in the financial services industry. The Insurance Times and Investments magazine, hence the term ITNews, is also aimed at the consumer making it the vehicle of choice to this market.

Significantly, ITNews email recipients also include organizations such as product providers of all industry disciplines, and a variety of service providers of networks, aggregators, industry regulators, consumer protection bodies and associations. ITNews also distributes news and press releases to the media and press, including online, television, radio and newspapers both local and international.

2. Inclusiveness

ITNews includes all industry role players in its unique news and information distribution system. This is clearly the way to ensure that the widest possible recipient audience may gain objectivity on as many issues as possible through collaboration in this growing news and information channel.

Clearly for good reason, ITNews is rapidly gaining industry acceptance for the relevance and balanced viewpoints published in its electronic news and information offering, making it South Africa's preferred financial services sector news portal.

This is why ITNews offers reasonable, equitable and affordable access to this distribution channel to all companies. In short, ITNews would like to make your presence on the ITNews website a permanent one in this niche marketing environment.

To ensure the widest possible acceptance of the ITNews channel, ITNews provides support and free services to all registered financial advisors and brokers, allowing them to list for free on the Find Advisor section of the system. Secondly, all non-profit companies, broker associations, consumer protection, academic and training institutions and regulatory bodies are given free use of the ITNews press office. Thirdly, your contact listing on ITNews is free and implies that your space on ITNews is already created.

3. Balanced

ITNews also achieves a balance in informative news content. On the one hand it must conform to the above principles and on the other hand it must meet the obvious need to provide advertising, publicity and other forms of marketing awareness on the many facets of the financial services sector.

4. Immediacy

Where ITNews offers immediacy, ITNews Magazine offers in-depth reporting. ITNews publishes news daily and distributes this on an *ad hoc* basis depending on the volume of news in the distribution queue. It takes no more than 5 minutes to load and publish any news item, creating an immediacy that is unprecedented in the industry.

ITInews email recipients and website traffic are both on the increase

With over 18 000 recipients, ITInews presently has the industry's largest distribution list, proving the industry interest and acceptance of ITInews. In ITInews first three weeks of operation, visitor traffic produced over 250 000 hits on the website with recurring visits accounting for a full 41% of all traffic. Visitors spent an average time of 10-30 minutes on the website. A total of 42000 views were generated of advertising banners, with over 1000 click through events.

How may ITInews assist your business?

Industry organizations – product providers, organizations and institutions – wishing to penetrate the market by addressing this ever-increasing data-base, now have a vehicle to do exactly that - at a reasonable monthly cost.

Your exclusive press office on the ITInews website is the vehicle carrying all its industry news to an ever increasing online and email recipient audience. Every news and information item placed in this facility– to which only you have access - migrates automatically to the next available composite email newsletter reaching the entire ITInews database. In this way the power of the press and media becomes yours.

What then may be placed in your exclusive Press Office?

Published content may include but is not limited to the following categories:

1. Events, campaigns and road show calendars – the more organisations partake, the more comprehensive this important industry planning tool becomes
2. Alerts, news releases and announcements
3. Education and training offerings
4. Product and service offerings and launches
5. Industry comment, even adding your own comment
6. New appointments
7. Recruitment advertising
8. Interviews, views and opinions
9. Document and form downloads
10. Contact information
11. Pictures, diagrams and symbols
12. Advertisements and branding.

What then is the ITInews offering?

ITInews offers companies the following broad range of services, at a single low monthly cost, to enhance your current shareholder, broker and consumer relations initiatives:

1. Regular dissemination of all your news.
Every news and information item placed on your exclusive Internet Press Office will automatically migrate to the Press Office section of the next available composite email newsletter that is then sent to the entire ITInews distribution list.
2. Content and presentation management.
Our support staff can give you assurance of consistent quality because we check your releases before they are published.
3. Branding and advertising channel and space.
A participant's logo banner may be displayed on the participant's Press Office page, with a click-through to their own website for easy contact. Each company is afforded the opportunity to brand their own press office space with up to 10 banners and advertisements.
4. Preferential advertising rates in the Insurance Times and Investments magazine and on ITInews.
Subjects broached on the Internet could be published in-depth in the magazine.
5. Database and subscription management.
This service provides subscription management to your own email database, as well as a link to your own newsletter. Your database remains ring fenced and secure.
6. Technical support and training on the ITInews content manager system.
This will enable your staff to learn to place your news and information at the appropriate point quickly and efficiently for effective distribution.
7. Events calendar and campaign management.

The industry wide events calendar will allow readers nationally to know of all your public events. It is designed to become not only a notice board but also a planning tool

8. Unique access and control.
You have access to your own web page to enter your own news and information.
9. Archiving and knowledge base.
10. Automated link to the search archive.

Development of a generic nature to continually improve this business system will be ongoing on ITInews and will be provided to you over time at no additional cost to you. Should the current functionality not meet with your specific requirements, a request to develop the application further may be made and this will be considered in terms of the benefit of all participants.

Upgrades are planned to the Find Advisor section, as well as to other areas of the website. Syndicated feeds of all ITInews content, including your press releases, are to be released soon.

What do you get from your exclusive ITInews Press Office?

You will have:

1. A unique Internet Press Office on ITInews.
Renting this facility entitles you to promote brand and message to an ever increasing targeted internet and email recipient community.
2. The right to place your banner logo and other advertising on its own Internet facility.
You may place your click-through logo plus any item or information content in this space.
3. Recognition.
Each news or information item will carry the author's name and contact detail on such item, with a forward and print function.
4. Guaranteed news and information distribution
ITInews guarantees that every news item placed on the participant's Press Office will migrate to the Press Office section of the next available composite email newsletter.
5. Superior distribution.
The news and information is published to the widest possible audience.
6. ITInews staff support on the presentation and loading of your news and information. Effective training and ongoing support will ensure continuity and also focus your PR and advertising efforts within your organization.
7. Positioning through the ITInews menu structure.
Every participant will be placed in the correct industry category to enhance effective communication – look at the Press Office navigation categories and sub-categories on the Internet front page. Go to the ITInews site map to see the extensive ITInews category structure.
8. Co-branded launch of your presence on ITInews to the ITInews subscriber base. Upon your first appearance on the web, ITInews will ... at no extra cost ... inform the market of your presence on ITInews.

We have already created your space and merely wait for you to occupy and use it to your complete advantage.

Contractual obligations

The ITInews offering is available as a six-month or an annual contract, with an automatic option to renew. The contract, and its specific terms and conditions, are available as a separate document.

Costs

The costs below are VAT exclusive. And will only increase annually by CPIX. Increases in the number of email recipients will not influence the monthly fee.

1. Non-Profit organizations.
Free
2. For-profit organizations.
A six-month contract is priced at R600 per month.
An annual contract is priced at R500 per month.
3. Premium packages
Should ITInews be contracted to manage your PR on your behalf, this press office function is charged at a

negotiable cost per month for as long as you need such attention.

4. Specific service offerings and their costs are available through consultation.

Where to from here?

For more information you may explore the “Your Press Office” section on the website. There you will find a PowerPoint presentation we compiled for your convenience.

To find out more information on advertising on the ITInews website please go to the “Want to Advertise?” section on the website.

Should you be interested in an ITInews Press Office or advertising on the website please contact Brent Wilson on 084 7515 616 or email him on webmaster@itinews.co.za

Should you be interested in advertising in the Insurance Times and Investments magazine please contact Nigel Benetton on +27 21 671 2240 or email him on Nigel@insurance-times.net