

With Newswire, I particularly like that you can add up to four images as well as embed video, so if you have a media-heavy announcement, this could be a good option. Keep in mind, Newswire operates on a 24-hour editorial review turnaround. In addition to its wire service, Newswire also offers monthly and annual packages that include managing your media database, media monitoring and influencer relations management. If you're looking for a more comprehensive solution than just wire distribution, Newswire is worth exploring.

GlobeNewswire by Intrado

Cost: \$1200

Reach: 3,500 news outlets including AP Mobile, Associated Press (AP), Bloomberg, CNBC, CNN, Dow Jones, USA Today, the Wall Street Journal and Yahoo! Finance

Turn around: 24 hour turnaround for next day distribution

Intrado (formerly West) purchased GlobeNewswire from Nasdaq in early 2018. Given its investment and financial background, Intrado can help public companies ensure they meet the necessary SEC filing requirements. Intrado also offers you the chance to embed a carousel of images, audio, video and live streaming into your press releases for an incremental fee.

A U.S. national release runs \$580 for the first 400 words. From there, each 100 words costs another \$190 while two images run about \$115. The platform offers next-day turnaround. For publicly traded companies, Intrado is a popular option.