



# iPress Service 新聞稿發佈服務

Distribution of Press Release & Newsletter to journalists all over the world

您的網上新聞稿發佈平台

## Our Service 服務內容

News Power offers a brand-new commercial information interflow platform "www.iPress.com.hk", which aims to serve both media and corporations by effectively distributing press releases and latest activities to the Media. News Power will distribute your press releases via the web, email or fax to newspaper office, editors and reporters, globally, for inclusion in their publications and for preparation of their own news stories. Our list of highly qualified and respected contacts includes editors and feature journalists in all the popular newspapers and magazines, as well as web site editors, radio stations and TV broadcasting companies. The system supports all types of multi-media files, including photos, sound or video, members are also able to tailor-made their own personalized distribution list. In order to increase your publicity, utilize News Power's iPress service, which has already established an extensive media network with a large number of popular portals as content partners. The service provides real-time full text feeds, as well as real-time integration with the editorial systems of newspapers and other broadcast media. For more details, please visit [www.iPress.com.hk](http://www.iPress.com.hk) or contact us at (852)2332-6218.



News Power 推出首個新聞稿交流平台 [www.iPress.com.hk](http://www.iPress.com.hk)，旨在協助企業或商品，快捷及簡易地向各地媒體發佈其新聞稿、採訪通知及財務報告，亦讓各地傳媒工作者集中地洞悉各類企業活動及公佈；通過互聯網、電郵及傳真，把稿件發送至各地新聞機構的編輯及記者手中，以便作為出版及公關活動之用。我們不停更新的傳媒通訊錄，包含各報章、雜誌、期刊、網站、電台及電視台的採編人員聯絡資料。系統能支援多媒體檔案，包括圖像、音像及視像檔案等，閣下亦可自建個人的通訊名單。我們更與各類入門網站及新聞通訊社建立發佈網絡，提供即時全文及圖像傳送，讓採編人員於第一時間獲取企業資料，以配合企業的公關活動及增加其媒介曝光率。有關詳情請瀏覽 [www.iPress.com.hk](http://www.iPress.com.hk) 或致電 (852) 2332-6218 查詢。

## For Journalists 為採編人員而設

Currently, most corporations or PR firms are distributing their press releases by fax or e-mail. This means that editors and journalists may receive hundreds of unclassified press releases a day. Our iPress service provides a permanent platform for searching and categorizing such information, and helps monitor the exposure of press releases in the targeted organizations. Moreover, the 24-hour iPress service can provide a systematic and categorized means of obtaining companies / industries' latest activities and market trends.

現時本地大部分企業及公關公司，仍沿用傳統方式，以傳真或電子郵件，把新聞稿發送至各地傳媒，更要定期更新傳媒發送名單，對於採編人員來說，每日可能因此收取過百份稿件；透過 iPress 的網上介面，各地傳媒工作者不但能隨時隨地洞悉企業的即時公佈，更可利用我們開發的檢索器進行全文檢索，現時 iPress 已設有 40 多個行業分類，方便各編採人員，隨時翻查過去的市場訊息或指定公司動向。



# iPress Service 新聞稿發佈服務

## Features & Benefits 服務特點

Sign up as a corporate member. The benefits of membership include: display and distribution of e-press releases, financial reports, newsletters, corporate publicity events, in addition to the following exclusive services.

成為 iPress 公司會員，所享有的優惠包括，存放及發佈電子新聞稿、財經報告、會員通訊、公司活動告示及其他專有服務：

- Access to our prestigious media contact list, with thousands of worldwide contacts.  
可享用數千萬個遍佈世界的傳媒通訊錄。
- Totally free-of-charge real-time press release posting, distribution & storage.  
提供電子化新聞稿公佈、傳遞及儲存，而且費用全免。
- Unlimited press release postage & distribution.  
無限寄存及發佈新聞稿及公司資訊。
- Your company logo on all press releases and uploaded multi-media files (Photo, sound & video files).  
可於新聞稿上連載公司商標及各類多媒體檔案 (圖片、聲音和影像檔案)。
- Posting & distributing of press releases & corporate events, anywhere & anytime.  
通過我們的網上的資訊平台，隨時隨地都可發佈新聞稿。
- Distribution with private tailor-made contact list.  
可自建個人傳送名單發送。
- Transmit reports every time press releases are sent.  
收取新聞稿傳送報告。

## Service Tariff 服務費用

There are 3 different packages available. 三種不同配套服務，切合您的需要。

Service	Free Service	Premium Service HK\$998	Platinum Service HK\$1,980
Web Hosting	✓	✓	✓
Journalists eMail Alert	✓	✓	✓
Partial Media Contact List Access	✓		
Full Media Contact List Access		✓	✓
eMail Broadcast		✓	✓
Fax Broadcast		✓	✓
Company Logo Display	✓	✓	✓
Multi-media File Display		✓	✓
Update News Info	✓	✓	✓
Update Transmission Report		✓	✓
Media Attendance Reminding Service			✓
Media Monitoring			✓
Comprehensive Follow Up Report			✓
Hotline Enquiry Answering Service			✓

## Other Services 其他服務

News Power also offers the highest standard of professionalism in the following services:

-  Media Monitoring 媒介監察
-  Business Information 商業資訊
-  Public Relations Services 公關服務

Tel: (852) 2332 6218 Fax: 2780 5510 www.NewsPower.com.hk sales@newspower.com.hk



Come and Register at [www.iPress.com.hk](http://www.iPress.com.hk) to enjoy our prominent service especially for you!

請到 [www.iPress.com.hk](http://www.iPress.com.hk) 登記，享用我們的優質平台服務

商界展關懷  
caring company  
Awarded by The Hong Kong Council of Social Service  
香港社會服務界協會

