

The **secret** behind the **power** of the

# PRESS RELEASE





The **secret** behind the **power**

We have the ability to get you heard, watched and connect you to the world of powersports enthusiasts and professionals!

From launching your latest product to reinforcing your business's mission, we will help you reach consumers, racers, dealers, distributors and the media.

Motor Sports Newswire is here to help you get your messages out to those who matter to you most.

We connect your company's must-hear messages with those who are hungry for news and information from the world of powersports.

Our goal is to make your corporate communications more productive, more accurate, more efficient and more effective.

How do we accomplish this? By listening to You and maintaining an ongoing dialogue with the entire media landscape.

We are committed to expanding our offerings and providing you with the best information connection service in the world of motorsports.

**Every Business Has a Story Needing to be Told.**

# #1 OBJECTIVE

**The #1 Objective of the Press Release is to Get Picked Up and Run by as many media outlets as possible.**

**Why is this important? Two Reasons.**

1. **Force Multiplier** - One press release can end up being published and republished tens, hundreds or even thousands of times on websites, search engines, databases, newspapers, magazines, national wire services and broadcast news.
2. **Press Release v. Ordinary Advertising** - Readers rate editorial content, like your release, with considerably higher value, up to 20 times higher than an ordinary advertisement, generating a significantly higher response rate.

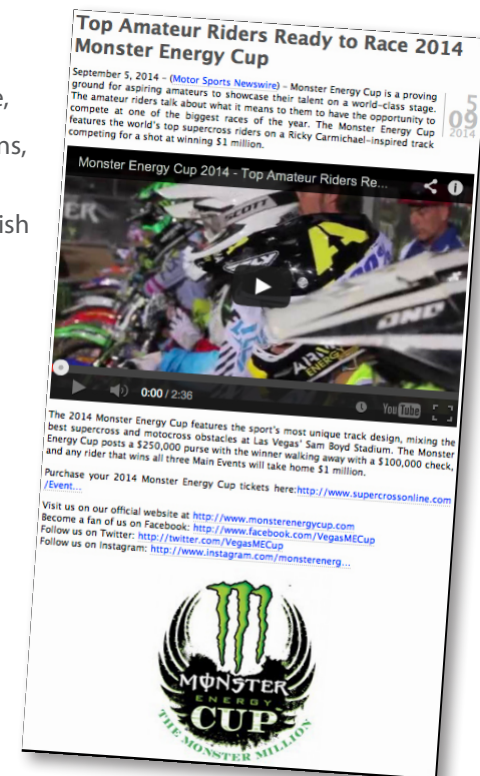
## Your Press Release Distribution

- Within a few hours of us receiving your release it will be published on Motor Sports Newswire,
- It will be distributed directly to hundreds of strategically targeted print and online publications,
- Once published on the Motor Sports Newswire, over the next few days an ever increasing number of websites, search engines and data bases “web crawlers” will find, pick up and publish your release, and
- All this is done as part of your membership and we haven’t talk about the best part.

## The Secret Behind the Power of the Press Release

- Your press release isn’t just another advertisement in the eyes of the “reader”, it is “editorial content”, meaning, they see it as actual, unbiased news and not as the promotional tool it is.
- Readers give editorial content, like your release, a considerably higher value, up to 20 times higher than an ordinary advertisement, generating a significantly higher response rate.
- **Multiply reason #1 by reason #2** and you get a Huge potential response rate. *Imagine having your release published hundreds or even thousands of times. Now imagine having a reader rate your information up to 20 times higher than an ordinary advertisement. When you put these two things together, this is when the real magic can happen!*  
***This is the Secret behind the Power of Press Releases.***

**After Distributing more than 9,000 press releases we can say with absolute certainty, we know which types are most likely going to get picked up, by the greatest number of publishers.**



# ANNUAL MEMBERSHIP

The Annual Press Release Distribution Membership provides members with the opportunity to distribute as many Press Releases as they require. This is for the company that requires consistent contact with their target audience.

The Motor Sports Newswire Membership is the most cost effective way to reach your target audience available in the powersports industry.

Reach thousands of websites, search engines, databases, newspapers, magazines, national wire services, broadcast media, powersports industry consumer and trade publications as well as powersports professionals and consumers when you distribute your press release.

**Annual Membership:** ..... \$295 *monthly*

- Press Release Distribution, digitally delivered straight to media outlets nationwide: targeting Consumer and/or Trade Publications,
- Your press release will be published on Motor Sports Newswire within a few hours of it being received, *(during regular business hours)*
- Motor Sports Newswire provides immediate RSS News Feed to powersports industry leaders nationwide,
- Your press release can be included in THE NEWS, *a industry leading B to B newsletter delivered every Tuesday and Friday morning to more than 19,000 powersports professionals,*
- Motor Sports Newswire is continuously crawled by all major search engines and is currently is visited by more than 60,000 powersports professional monthly.
- Permanent online archiving of your release, *making your news and/or product information available to whomever wishes to access it for as long as you wish.*
- Your press release may include images, logos, hyperlink(s), YouTube Videos as per your requirements,
- The optimal size of a press release to be picked up by Media sources is approximately 200 to 400 words , however your press release may have up to 800 words,

*You may cancel or adjust your membership at anytime . This cancelation or adjustment will begin at the start of the next billing cycle. In the event you cancel your membership and rejoin at a later date, your membership fee will reflect pricing at that point in time.*

*Member's releases must be submitted and distributed in a recognized "release" format to maximize results. We are happy to provide help with layout and editing. Motor Sports Newswire does offer press release writing service for an additional fee.*



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On behalf of the SiMMS Motorsports Marketing, LLC we would like to express our sincere thanks to you for taking the time to look over our Motor Sports Newswire membership benefits package.

Once you decide to proceed and become a member, you have our solemn pledge to represent your company with professionalism, integrity and total commitment to achieve your goal.

Please feel free to contact me with any questions and/or comments you may have. Please contact us as soon as possible so there are no missed opportunities.

Thank you again for your time.

Sincerely

A handwritten signature in black ink, appearing to read "J. Simms".

Jon Simms  
Editor

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