

WIRE SERVICE COMPARISON



marketwire

CRITERIA	PRWEB	PRWEB NOTES	BW	BUSINESSWIRE NOTES	MW	MARKETWIRE NOTES
length	300-800	same fee	400 words	extra fees per 100 words	400 words	extra fees per 100 words
pricing	from \$80 up	tiers of distribution	from \$250	All US is \$650. Ask for doc	from \$200	All US is \$460. Ask for doc
Social Media	Yes	Free, tags and links	Yes		Yes	Free, tags, links + upgrades -- Ask for pricing sheet
SEO Engine Optimized) (Search	Yes	\$200 +	Yes	Extra fee. Plus EON, Enhanced Online News (tools + release options)	Yes	Looks like there could be multiple levels of service
Breakdown by Regions	Yes	\$200 +	Yes	Global to Targeted Regions	Yes	Global & precise
Breakdown by Trades	Yes	\$200 +	Yes	200 Targeted trades in US + Global. Could be strong suit.	Yes	140 segments + specialties
Associated Press	Yes	Premium distribution at \$360 +	Yes	With US or global. Plus Reuters, Dow Jones, others	N/A	checking on media lists
Need account	Yes	Free. There are upgrades .	Yes	Free. Call for application	Yes	Free. Call for application
Training	Yes	Webinar	Yes	Online How-tos		I don't see it. Checking.
Media Database	Yes	Says 100,000 but no list	Yes	All listed, with GREAT search system for targeting	Yes	300,000 contacts. Can custom manage lists
Extras	Yes	Photos, docs, podcast, RSS	Yes	Renowned best photo options + video, links	Yes	Embed photos, links, video
Duration		Indefinite		Different lengths; check		Different lengths; check
Track results	Yes	on all distribution levels	Yes	Click-through online posts	Yes	Available, see reviews
Translation services	No		Yes	45 languages	Yes	many languages
Broadcast options	Yes	Podcast, photos	Yes	Extensive; Check website	Yes	Video, audio, check web
Editorial services	Yes	\$69 for a polish to \$299	No	Online guidelines	No	Online guidelines
website:	Yes	http://www.prweb.com/service_features.php	Yes	http://www.businesswire.com	Yes	http://www.marketwire.com