

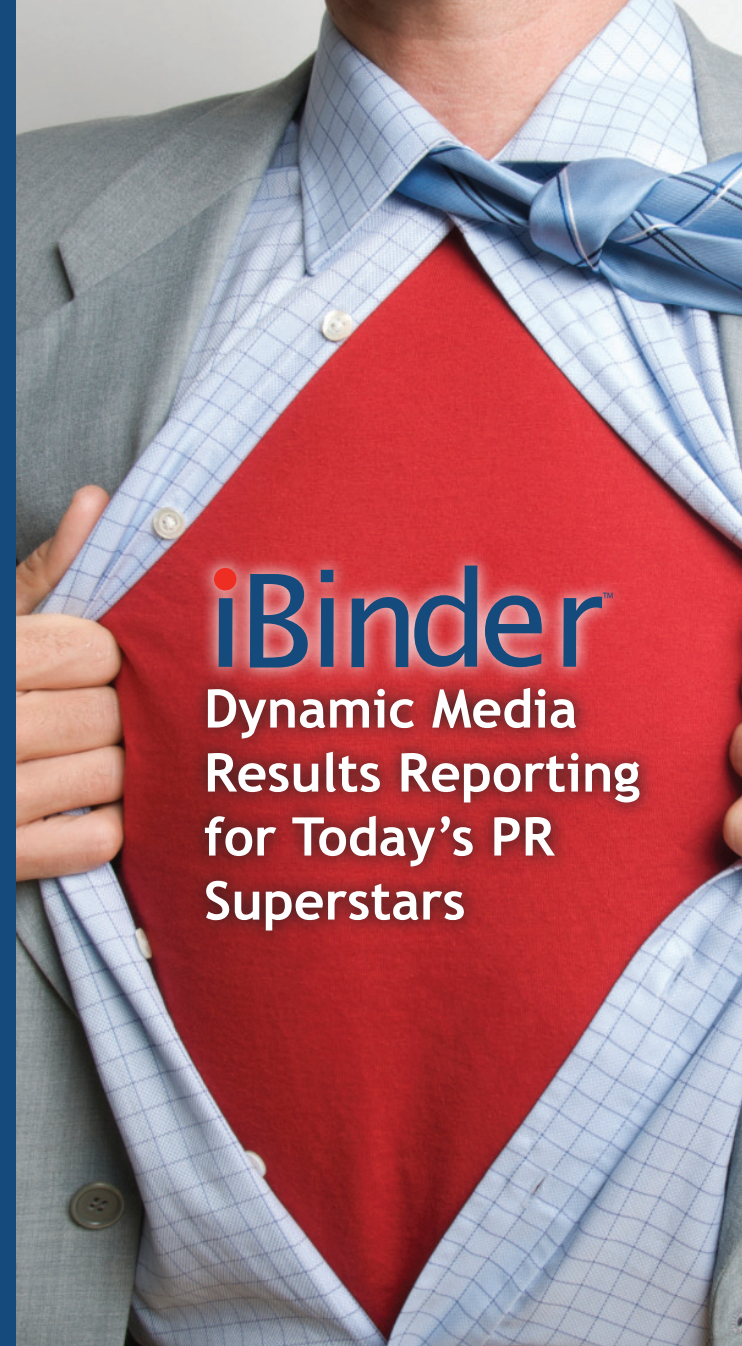
## Why are today's PR Superstars using iBinder?

1. iBinder adds a whole new dimension to PR reporting that goes "beyond the numbers" to impress and inform stakeholders
2. iBinder is incredibly easy to use - no technical knowledge is required
3. iBinder is a key part of the complete benefits available in the Media Relations Ratings Points (MRP) subscription package



Media Relations  
Rating Points™

[www.MRPdata.com](http://www.MRPdata.com)



Discover how iBinder will unleash the PR Superstar in you!

MRP was developed by:



MRP is endorsed by:



Data and service supplier:



You're Invited to a Free Online Workshop!

See Inside for Details

# When it comes to reporting PR results, there's ordinary... and then there's **iBinder™**

The ordinary approach to reporting PR results is to generate audience reach data that never goes "beyond the numbers."

As a result, stakeholders get a fuzzy, incomplete, and let's face it – *boring* – picture of the excellent results you've achieved. That's not fair.

And worse, your fuzzy, incomplete and boring PR reports can turn off your stakeholders - and cost you valuable accounts.



## Fortunately, there's iBinder!

iBinder elevates PR results to a whole new level by empowering you to:

- ✓ Upload print, web, video or audio clips to your MRP iBinder report so that stakeholders can see the actual media coverage
- ✓ Illustrate your MRP iBinder report analysis with colourful, engaging and easy-to-read charts and graphs
- ✓ Share your MRP iBinder reports via email or by linking to the MRP portal
- ✓ Export your MRP iBinder reports, charts and graphs to Excel or Word

## The bottom line?

With iBinder in your toolkit, you'll be able to impress, inform and influence stakeholders with compelling PR reports that go *far* beyond the numbers.

iBinder does more than just elevate PR results to a whole new level. It unleashes the PR superstar in *you!*

## Attend our FREE iBinder Online Workshop

Learn everything you need to know about iBinder in our 1-hour online workshop!

You'll learn how to:

- ✓ Create your compelling iBinder report
- ✓ Attach media clips to your iBinder report
- ✓ Export your iBinder report to Word or Excel
- ✓ Share your iBinder report with stakeholders and co-workers

Plus, the workshop is produced and led by the MRP experts at News Canada - so you know it'll be relevant, practical and focused on results.

## Online Workshop Dates

January 18, 2012 at 1:00pm (English)  
January 19, 2012 at 1:00pm (French)

## Book Your Spot by January 11, 2012!

Contact Jenny Cruyton at:  
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