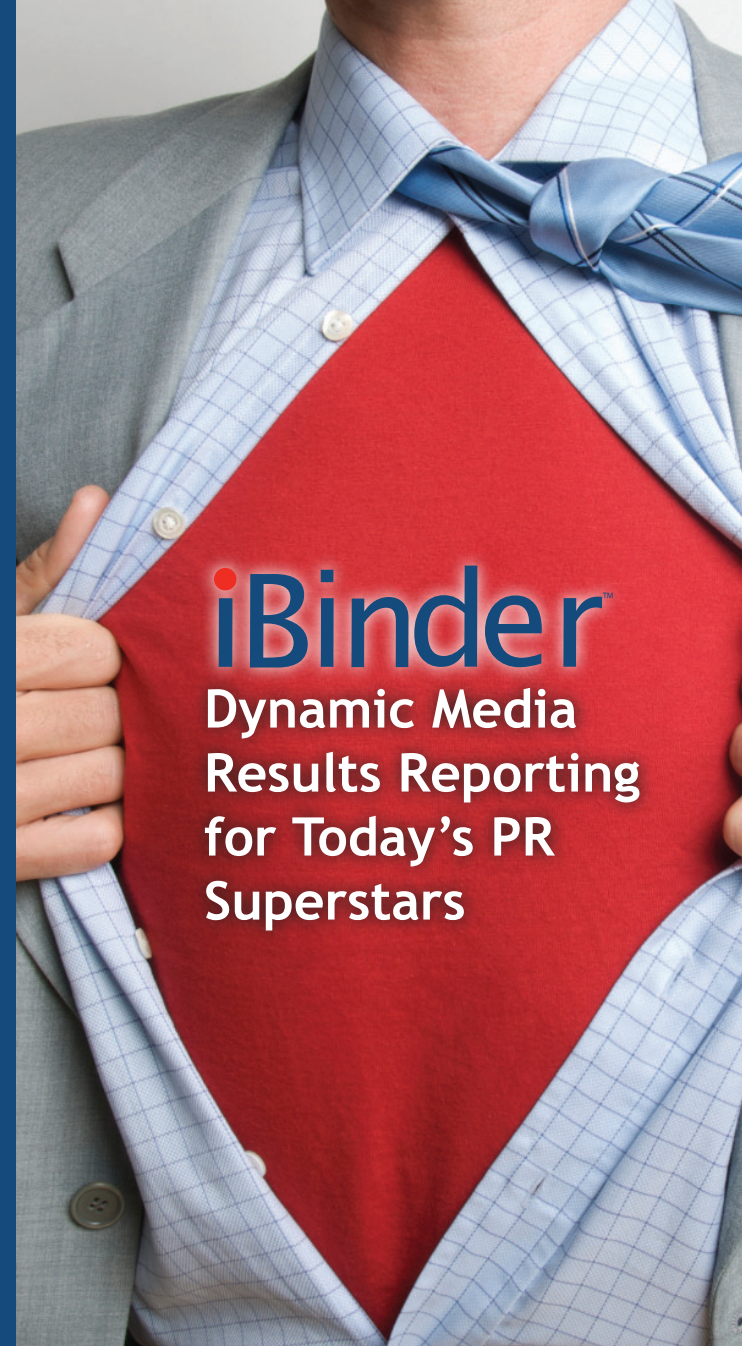


Why are today's PR Superstars using iBinder?

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



iBinder™
Dynamic Media
Results Reporting
for Today's PR
Superstars



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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:
jcruxton@newscanada.com

