

Extend the life of your feature news story. Give busy editors a second look and a second chance to use your news.

## Feature Briefs

Your feature news stories help fill the media's need for timely, topical narratives on the issues that matter most to consumers.

Now you can give busy news editors extra exposure to your feature news story with Feature Briefs. A Feature Brief is a 100-word capsule of your full-length Features National or Features Topic Series press release.

Send us your written 100-word Feature Brief, and we will distribute it at the end of the month in which your Features press release runs over Business Wire. Your Feature Brief is bundled with summaries of other stories, then transmitted nationally to features and section editors. Your Feature Brief is hyperlinked to your original Features release on BusinessWire.com.

By giving editors a second look at your news, you'll give them a second chance to pick up and run your Features press release. From editors with less space and time to editors with larger sections to fill, Feature Briefs keep your story in the news longer, increase its shelf life and encourage more outlets to use it.

### Rates

#### Feature Brief

**\$100 flat rate**

(Must be added to a full-length Features National or Features Topic Series release that has been issued over Business Wire.)

	400 Word News Release	Each Add'l 100 Words
Features National or Topic Series	<b>\$495</b>	<b>\$125</b>

Find a complete listing of scheduled Features Topic Series topics, copy due dates and writing tips at BusinessWire.com.

### SmartBrief

For added impact, consider including SmartBrief with your Features press release distribution. SmartBrief includes your full-text press release in your choice of 12 industry-specific electronic newsletters, reaching executives and other decision-makers in those industries.

For more information and pricing on SmartBrief, please contact your Business Wire account executive.