

Our scenario – a press release needs to be distributed to all major metropolitan newspapers throughout Australia*. What method will you use?

		AAP Medianet www.aapmedianet.com.au	Media Disk www.mediamonitors.com.au	wwmedi@ www.wwmedia.com.au	Press Pass www.presspass.com.au	Internal	PR Agency
Establishment Fee		\$0	\$2,695	\$0	\$200	\$0	\$0
FAX	1 page	\$70.50	\$36.20	\$28.20	No individual costs – charged per month according to the number of media lists accessed.	\$10.34	\$10.34
	2 page	\$94.00	\$62.05	\$56.40		\$10.34	\$10.34
	3 page	\$117.50	\$87.89	\$84.60		\$10.34	\$10.34
EMAIL	1 page	\$12.15	\$20.68	\$28.20		\$0	\$0
	2 page	\$12.15	\$20.68	\$56.40		\$0	\$0
	3 page	\$12.15	\$20.68	\$84.60		\$0	\$0
Other costs					\$175.00 per month for 3 lists; increases to \$1000 per month for unlimited lists		Labour – 1.5 hours – charge out rate \$132.00
Comment		AAP is best if you are sending a release that is for general news. The main limitation is that AAP does not send the release to individual journalists.	MediaDisk is an expensive choice to simply send out press releases. However it offers many other options that could make it economical for a large organisation. It is mainly developed however for PR agencies who are sending out large numbers of releases to a range of publications and journalists. It has the advantage of allowing releases to be sent to specific individuals.	Has the advantage of allowing you to develop a tailored media database from their own media list in order to send releases to specific individuals.	The most appropriate option for a company that needs an extremely targeted media list and knows how many releases it will be sending out each month.	It may seem cheaper to send a release out yourself – but this doesn't take into account the time and effort needed to develop a media database, and continually keep in up to date. And what if you want to send it to a different target area?	You'll need to pay a labour fee for the time taken to send out the release, but you'll be taking advantage of the agency's existing media database.

Our conclusion: there is no quick and simple answer. Individual companies will need to decide whether they prefer to send releases by email or fax; how often they send releases out; and who they what the releases to go to – is "News Desk" accurate enough, or does the fax need to be addressed to a specific journalist who writes on your area?

* total number of contact is 47