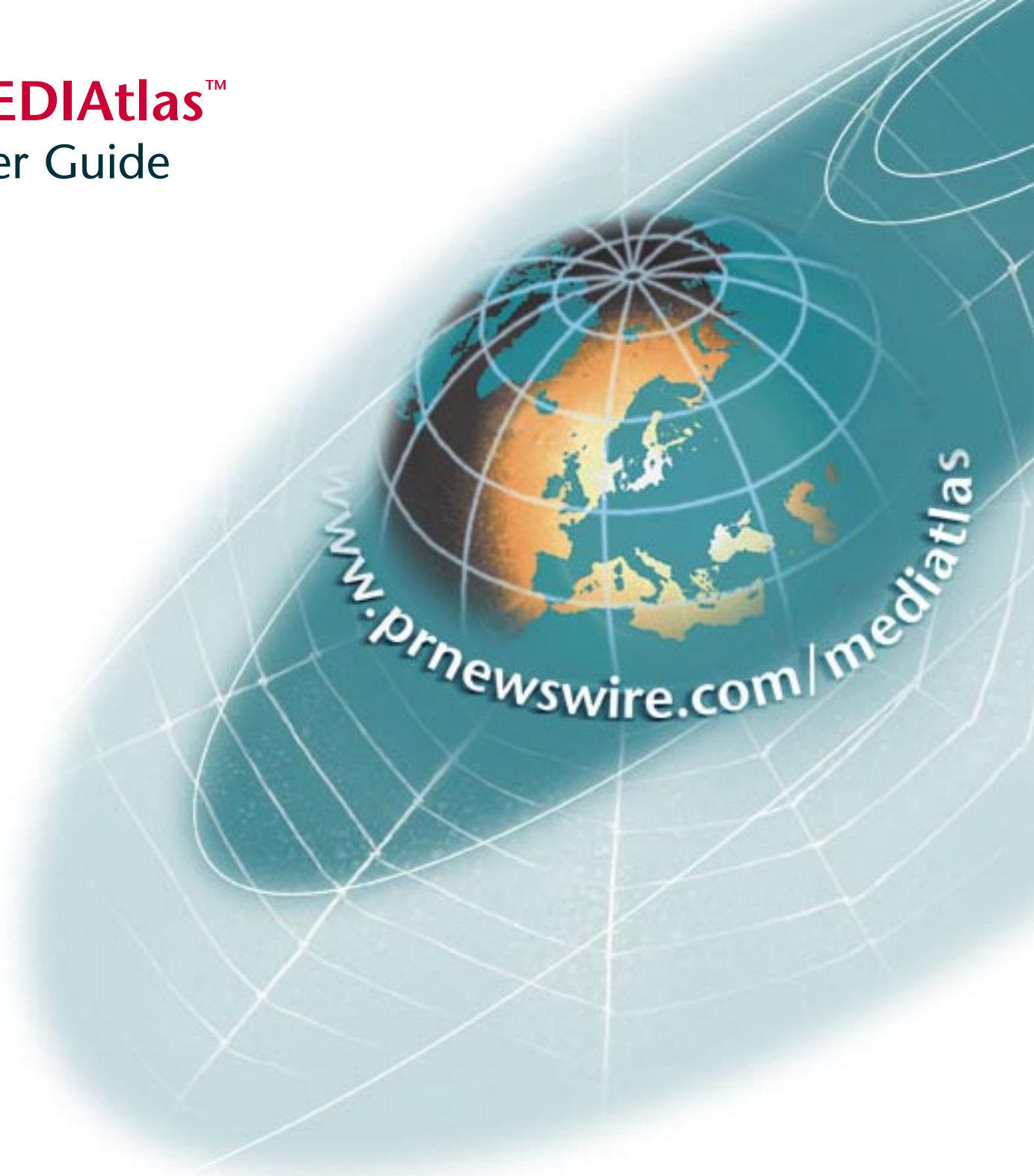


MEDIAAtlas™

User Guide



Section 1

Accessing and editing an individual record



PR Newswire

United Business Media

MEDIAAtlas™ is a web-based application that provides anytime, anywhere access to global media and journalists through the use of the Internet. Within MEDIAAtlas™ it is possible to search for journalists or publications according to various criteria, such as subject area, organisation type, and location.

Media Contacts

This screen allows you to locate specific contacts at publications according to the topic areas that they are interested in, such as news, features, fashion etc. This search screen is ideal if you wish to search for more than one contact at a publication, such as when organising a local press event.

Media Outlets

This screen allows you to search for contacts and organisations, as in the Media Contacts screen. This screen however, allows you to target only one person per publication and is therefore ideal if you wish to reach key journalists in a particular market area.

Forward Features

This screen allows you to search for forward feature information, in relation to individual journalists, publications and topic areas.

MEDIAAtlas™ is also equipped with a sophisticated project and activity management facility. Projects can be added, monitored and tracked throughout an organisation, or within a set project team. A project can consist of different activities, which in turn can be linked to contacts, publications, as well as individual project team members.

MEDIAAtlas™ also contains a user management function that allows different users within an organisation to be linked together to produce different data groups. These data groups can be set up to reflect the internal structure of a PR organisation, such as the 'consumer' or 'healthcare' teams. As employees are assigned to different data groups, users only have access to relevant lists, projects and activities.

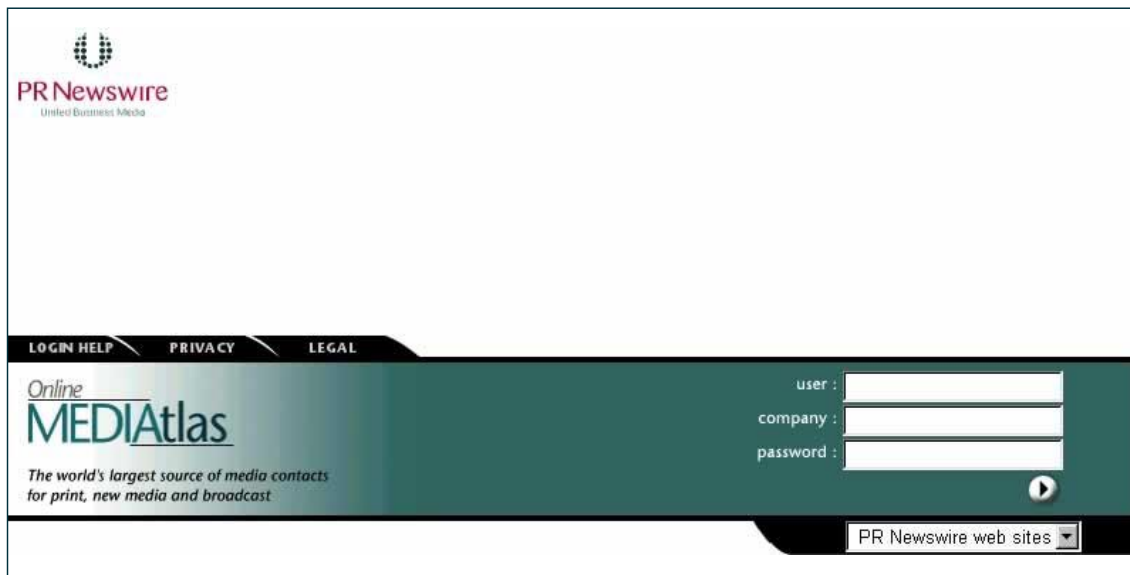
How to log into MEDIAAtlas™

- Open up your internet browser.
- In the address field, type in the following address:

http://www.prndirect.com/mediatlas

- Choose your language, and then your country.

A MEDIAAtlas™ login screen should now appear.



- Enter your User name, Company name and Password in the appropriate fields.
- Click on the arrow or hit the Return/Enter key on your keyboard to submit your details.

The MEDIAAtlas™ Home page should now appear.

SECTION 1: Accessing and Editing an Individual Record

- 1.1 How to search for a contact's record**
- 1.2 How to search for an outlet's record**
- 1.3 How to edit a record**
- 1.4 How to add a record**

SECTION 1: Accessing and Editing an Individual Record

1.1 How to search for a contact's record

- Click on the Media Contacts tab

The screenshot shows the 'Find Media Contacts' search interface. The search criteria are as follows:

- Name (Surname, First): armstrong, lisa
- Outlet Name: (empty)
- Media Outlet Type: (empty)
- Contact Subject: (empty)
- Contact Subject Group: (empty)
- Town/City: (empty)
- County/State/Province: (empty)
- Zip/Postal Code: (empty)
- Country: (empty)
- Continent: (empty)
- Working Language: (empty)
- Job Role: (empty)
- Job Title: (empty)
- List: (empty)

On the right side, there are options for 'Results' (Sort By: Contact Name, Sort Order: Asc, Append: No, Number: Maximum) and 'Queries' (Select Query: (New), Save As: (empty), Save & Delete buttons). A 'Lists' section is also present at the bottom right.

- Enter the name of the contact you require in the name search field.
- Click Submit.

The screenshot shows the 'Media Contact Results (1)' screen. The table below contains the search results:

Include	Contact Name (A)	Outlet Name	Contact Phone Number	Contact Conf. E-mail	Contact Address Line 1	Contact Town/City	Source
<input checked="" type="checkbox"/>	Armstrong, Lisa	Times (News and Features), The	+44 (0)20 7782 7879		1 Pennington Street	London	S

The name of your chosen contact should now appear in the Results screen.

- Click on the contact's name.

A screen displaying details for your chosen contact should now appear.

1.2 How to view an outlet's details

- Click on the Media Outlets tab
- Enter the name of the outlet you require in the name search field

Include	Outlet Name (A)	Media Outlet Type	Outlet Address Line 1	Outlet Town/City	Outlet Phone Number	Outlet Circulation Audience
<input checked="" type="checkbox"/>	Times (City Desk), The	Newspaper	1 Pennington Street	London	+44 (0)20 7782 5000	698
<input checked="" type="checkbox"/>	Times (News and Features), The	Newspaper	1 Pennington Street	London	+44 (0)20 7782 5000	698
<input checked="" type="checkbox"/>	Times Creme Preview, The	Radio programme	Groves Business Centre	Oxon	+44 (0)1993 832555	
<input checked="" type="checkbox"/>	Times Educational Supplement Scotland, The	Magazine, trade/technical	Scott House	Edinburgh	+44 (0)131- 557 1133	
<input checked="" type="checkbox"/>	Times Football Handbook, The	Magazine, consumer	Times House	Pennington Street	+44 (0)20 7782 5000	715
<input checked="" type="checkbox"/>	Times Higher Education Supplement, The	Magazine, trade/technical	Admiral House	London	+44 (0)20 7782 3000	23
<input checked="" type="checkbox"/>	Times Literary Supplement, The	Magazine, consumer	Admiral House	London	+44 (0)20 7782 3000	35
<input checked="" type="checkbox"/>	Times Magazine, The	Supplement	1 Pennington Street	London	+44 (0)20 7782 5937	698
<input checked="" type="checkbox"/>	Times of India	Newspaper, foreign editorial office	16 Aldeburgh	London	+44 (0) 20 8858 0708	2,000
<input checked="" type="checkbox"/>	Times Online, The	Online publication	1 Pennington Street	London	+44 (0)20 7782 5000	
<input checked="" type="checkbox"/>	Times Series, The	Newspaper	8 Dunluce Street	Larne, Co Antrim	+44 (0)28 2827 2303	13
<input checked="" type="checkbox"/>	Times, The	Newspaper, regional office	Scott House	Andrews Street, Edinburgh	+44 (0)131- 315 4689	
<input checked="" type="checkbox"/>	Times, The	Newspaper, regional office	124 Portman Street	Glasgow	+44 (0)141- 420 5206	

- Click Submit

The name of your chosen outlet should now appear in the Results screen.

- Click on the outlet's name

Find Media Outlets

Name:

Media Outlet Type:

Outlet Subject:

Outlet Subject Group:

Frequency:

News Focus:

Circulation/Audience: to

Working Language:

Medium: Newspaper Magazine Broadcast Electronic Other

Station Format:

Town/City:

Results

Sort By:

Sort Order: Asc Desc

Append: Yes No

Number:

Queries

Select Query:

Save As:

Lists

Select List:

A screen displaying details for you chosen outlet should now appear.

1.3 How to edit/add a record

The information on MEDIAAtlas™ is updated daily. It is however possible to request changes or additions to the data through PR Newswire's research team. Any request submitted under the heading 'System Information' will be verified by the research team and then added to MEDIAAtlas™. Changes to system information will appear immediately on your company database and will be indicated as Pending until the information is accepted or rejected by PRNewswire. If your request is rejected your change will remain on your database as user data.

It is also possible to add your own contact/publication changes privately. These changes need to be added under the heading 'User Added Data' and will only be available to users within your company. Private changes do not need to be verified and will therefore be added to the system immediately.

How to Edit an Existing Record

- Execute a search to find the contact/outlet you wish to edit.
- Click on the contact / outlet name.

The record you wish to edit should now appear.

The screenshot displays the MEDIAAtlas™ interface. At the top, there is a navigation bar with links for Home, Media Contacts, Media Outlets, Activities, Forward Features, Admin, and More Folders. The current record is for 'Armstrong, Lisa', with a 'System Record' label. The contact details are as follows:

Ms Lisa Armstrong			
Times (News and Features), The			
Fashion Editor			
1 Pennington Street			
London E98 1TA			
United Kingdom			
Phone:	+44 (0)20 7782 7879	Fax Number:	+44 (0)20 7782 5988
E-Mail Address:	lisa_armstrong@thetimes.co.uk	Roles:	Reporter
Preferred Delivery Method:	E-mail	Working Languages:	English (UK)
Subjects:	Beauty, Cosmetics; Fashion; Footwear, Women's fashion		
Lists:			
Notes:			
Profile			
System Profile:			
Confidential Profile:			

- Click on the edit link.

TIP: The system requires a First Name, Last Name, Outlet and Phone Number to process the addition of a new Contact to the database. When adding an Outlet, the minimum requirements are an Outlet Name and either a Phone Number or a Website Address.

Edit Media Contact System Record

Please note: Changes to System Information submitted in Online MEDIAAtlas will be sent to the research team for verification. Fields that are in bold will be updated for your company immediately after submission. All other non-proprietary changes will appear in the Online MEDIAAtlas only after they have been verified by the research team.

System Information

Prefix, First, Middle, Last, Suffix
 Name:

NickName:

Media Outlet: ...

System Information **Proprietary Data**

Use Outlet Address: Yes No

Address 1:

Address 2:

Town/City:

County/State/Province:

Postal Code/ZIP:

Country: ...

Address 1:

Address 2:

Town/City:

County/State/Province:

Postal Code/ZIP:

Country: ...

The edit screen should now appear.

- Amend the record details under either System Information or User added data as required.
- Click Submit.
- Click OK.

Your new information will be verified by PR Newswire’s research team and then added to the database.

1.4 How to add a new record

It is possible to add new records to MEDIAAtlas™. These records can either be private to your company, or can be submitted to PR Newswire for verification, and any subsequent updating. Records marked as Private will be the responsibility of the user and will therefore not be verified or updated by PR Newswire.

- Go to either Media Contacts or Media Outlets depending on the type of record you wish to add.
- Click Add Media Contact / Add Media Outlet.

The screenshot shows the 'Add Media Contact' form in the MEDIAAtlas web application. The interface includes a header with the PR Newswire logo, 'Online MEDIAAtlas' branding, and navigation tabs for Home, Media Contacts, Media Outlets, Activities, Projects, Forward Features, and Admin. The form is divided into two main sections: 'System Information' and 'Proprietary Data'. The 'System Information' section contains fields for 'Private' (radio buttons for Yes and No), 'Name' (with a sub-label 'Prefix, First, Middle, Last, Suffix'), 'NickName', and 'Media Outlet'. The 'Proprietary Data' section contains fields for 'Use Outlet Address' (radio buttons for Yes and No), 'Address 1', 'Address 2', 'Town/City', 'County/State/Province', 'Postal Code/ZIP', 'Country' (with a dropdown menu showing 'United Kingdom'), and 'Phone'.

- If you wish your record to be private to your organisation click Yes.
- If you require PR Newswire to verify and be responsible for maintaining this record click No.
- Enter the new contact/ outlet information in the appropriate fields.
- Click Submit.
- Click OK.