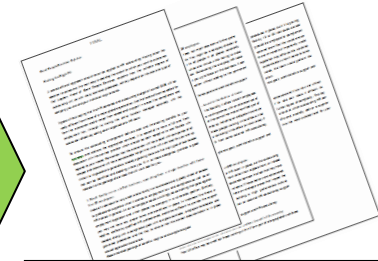
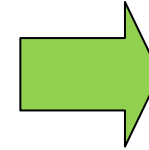
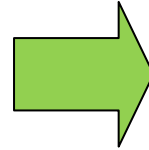
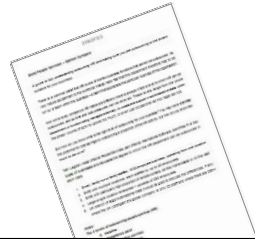
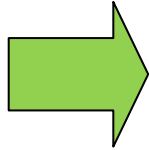


THE *itpr* CONTENT GENERATOR



ITPR brainstorm topic ideas with client, based upon research into current media topics

150 – 200 word synopsis, drafted after brainstorm and then approved by client

Conference Call between ITPR, client spokesperson/people and one of ITPR's freelance journalists (under ITPR's NDA), each of whom have specific industry experience and track record of writing articles for client's key publications

800-1000 word Opinion Article on client's views on the market – advice/warning for the industry or commentary on recent events, upcoming legislation etc.

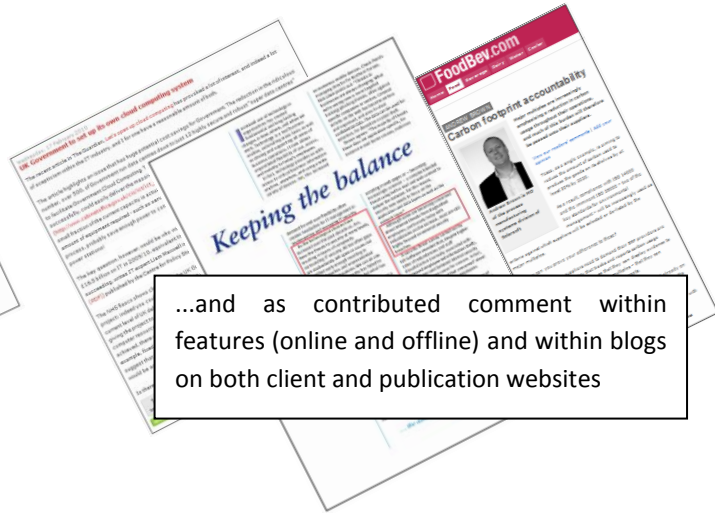
Coverage Results...



Multiple full Opinion Placements in Horizontal and Vertical media, online and offline



Multiple placements of cut-down version of opinion – as Letters to the Editor or online comment...



...and as contributed comment within features (online and offline) and within blogs on both client and publication websites