



# MEDIAROOM CORPORATE

**CNW MEDIAROOM  
LETS YOU  
CORRECT, ADD  
AND DELETE TEXT,  
UPLOAD PHOTOS,  
VIDEOS, IMAGES  
OR ANYTHING  
ELSE YOU REQUIRE  
– WITHOUT ANY  
NEED FOR CODING  
OR PROGRAMMING  
SKILLS.**

**FOR MORE INFORMATION,  
PLEASE CONTACT YOUR  
ACCOUNT EXECUTIVE OR  
CONTACT US BY:  
  
T: 1.877.377.1234  
E: [mediaroom@newswire.ca](mailto:mediaroom@newswire.ca)**

Every corporate website benefits from a robust NEWS section, populated with the latest news releases, annual reports, photos, videos, logos, speeches, testimonials and other information of interest to the news media, the financial community, your customers and the rest of your online audience.

The challenge lies in keeping this section supplied with up-to-the-minute information.

## **CNW MEDIAROOM SOLUTION**

The CNW MediaRoom gives communications professionals secure, 24/7 access to the news section of their organization's website. CNW MediaRoom lets you correct, add and delete text, upload photos, videos, images or anything else you require – without any need for coding or programming skills.

## **WHO NEEDS MEDIAROOM?**

Communications teams who could use complete control over the news section of their corporate website.

## **ADDITIONAL BENEFITS**

### **CRISIS READINESS**

Set up Dark Pages: pre-loaded sets of web content, so you're prepared when a crisis breaks. Dark Pages are only visible until you turn them on, at which point your important messages are instantly available to the public.

### **EASY TO USE**

- Simple to learn; training usually takes no more than an hour
- Designed for non-technical users, anyone can make changes without any programming skills
- Automatically populates the site with the latest news releases as soon as they cross the CNW Group newswire
- CNW MediaRoom team members are available for technical support and to answer any of your questions

### **BRAND CUSTOMIZABLE**

Fully configured with all the features needed to create your corporate news page entirely within your corporate brand.

### **STREAMLINE RESOURCES**

- Reduce the costs of website maintenance
- Eliminate inefficient wait times associated with departmental back-and-forth concerning website content changes

