

Product Description

NewsCactus is a Web-based content management system for online newsrooms. Clients login via an administrative Web page to publish news and information on the Internet. Developed in today's Web 2.0 environment, NewsCactus incorporates RSS and social media links along with features outlined below.

The online newsroom solution is hosted on a dedicated, secured server that's separate from the client's server. NewsCactus newsrooms are sub-domains of client Web sites (i.e., news.yourURL).

Since NewsCactus is a Web-based application, we're able to provide product updates that incorporate client feedback and new feature requests without requiring that clients invest additional time or capital.

Available by monthly subscription, clients receive a customizable, streamlined online newsroom with each keyword-rich page contributing to increased search engine rankings for companies and organizations, products and services.

Features:

- Home Page
 - Includes welcome message, news highlights, latest news releases, key media contacts and a photo-with-caption module
 - Menu items include: Home, Overview, News Releases, Multimedia, In the News, Press Kits, Key Contacts, Important Links, and Search.
- News Releases
 - Uploading of announcements, setting of status as published or scheduled for future release
 - Assign unique key contacts, important links and a photo with caption to each news release
 - RSS feed and social networking links
 - Print or e-mail from within the newsroom
 - Associate multimedia (images, audio or video)
- In the News
 - What the media have written about you, your company, organization, products or services
 - Link to articles in PDF or HTML formats
- News Highlights
 - Tell your story in more detail than can be included in a news release
 - Include photos and additional links
 - Incorporate as many news highlights on the home page as you'd like
- Company Overview
 - Provide a description of your organization and complete media contact information
 - As part of the newsroom installation, we'll help you add your branded header and footer to customize the layout, including colors
- Press Kits
 - Include PDF press kits — as many as you'd like
- Multimedia
 - Upload and organize your image, graphic and video files, PDFs, etc.
 - Associate these items with specific news releases
- Photo-with-Caption Module
 - Add a unique photo and caption to each page for added interest and information
- E-mail Subscriptions
 - Manage e-mail distribution lists through our subscribe/unsubscribe module

Contact us at NewsCactus.com, 702.506.0464 or sales@newscactus.com to start your subscription today.

