

Multivu Subscription Tiers

Data-Driven Strategic Solutions For Every Goal



Tier	Bronze	Silver	Gold	Platinum
Annual Contract Spend	\$50k to \$99,999	\$100k to \$249,999	\$250k to \$499,999	\$500k +

Product Discounts		Bronze	Silver	Gold	Platinum
Strategy+	10% discount off final price	✗	✓	✓	✓
Satellite Media Tour	10% off final price (producer expenses invoiced at cost)	✗	✓	✓	✓
Co-op Satellite Media Tour	20% discount off final price	✗	✓	✓	✓
Digital Broadcast Distribution	20% discount off final price	✓	✓	✓	✓
Radio Media Tour	12% discount off final price	✓	✓	✓	✓
Audio News Release	10% discount off final price	✓	✓	✓	✓
Media Buys	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
Video Production Services	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
Animated Videos	12% discount off final price	✓	✓	✓	✓
Infographics and Graphic Design	10% discount off final price	✓	✓	✓	✓
PSA Production/Distribution	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
Webcasts and Social Media Streams	10% discount off final price	✓	✓	✓	✓
Media and Campaign Rooms	Discounted rates may be provided on a per project basis	✗	✓	✓	✓
Multichannel News Release	10% discount and includes unlimited words	✓	✓	✓	✓
Digital Content Studio	Discounted rates on suite of services	✗	✓	✓	✓

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Client Success Levels		Bronze	Silver	Gold	Platinum
CSM - Broadcast	Broadcast Success Managers will execute projects	✓	✓	✓	✓
CSM - Subscription	Subscription Success Managers will oversee partnership details	✓	✓	✓	✓
Weekly Updates	Weekly stand-up meetings with Subscription Success Manager, as needed	✗	✓	✓	✓
Monthly Updates	Subscription Success Manager to provide budget updates and report from project summaries discount)	✗	✓	✓	✓
Quarterly Updates	Subscription Success Manager to provide strategic roadmap, budget summary and 3-month report on projects	✓	✓	✓	✓

Strategic Planning		Bronze	Silver	Gold	Platinum
Knowledge Transfer	Strategic team review and discuss goals, metrics, KPIs and value drivers	✓	✓	✓	✓
Strategic Roadmap	Strategic team planning around ideation development	✗	✓	✓	✓
Targeted Reviews	Planning meetings around creative, media planning and executive thought leadership teams	✗	✓	✓	✓
Subscription Advisor	Interactive research tool for targeted goal discovery	✓	✓	✓	✓

Analytics and Insights		Bronze	Silver	Gold	Platinum
Project Reporting	Standard reporting on a per project basis	✓	✓	✓	✓
Reporting Summaries	Subscription team to provide reporting summaries on all projects (data/links included)	✗	✓	✓	✓
Premium Reporting	Subscription team will compile project summaries into high level execute summary, including budget updates and strategic insights	✗	✗	✓	✓
Cision Insights	Strategic team will incorporate Cision Insights data into concepting/ideation	✗	✗	✓	✓
Cision Impact	Subscription clients will receive a credit towards Cision Impact reporting services for audience and demographic targeting	✗	✗	✓	✓

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Tiered Partner Benefits		Bronze	Silver	Gold	Platinum
Media Training	Expert media training/coaching resources	✗	✗	✓	✓
Cision Certifications	Complimentary access to Cision Certification program	✗	✗	✓	✓
Campaign Planning	Brand positioning, audits, marketing plans, and performance updates	✗	✗	✗	✓
Market Research	Message testing with audience focus groups, interviews, surveys, and influencers	✗	✗	✗	✓
Priority Queuing	Expedited access to senior and executive resources	✗	✗	✗	✓
NY Office Strategy Meetings	In-depth Knowledge Transfer, Strategic Roadmap and reviews in our NY headquarters	✗	✗	✗	✓