



RSNA Press Release Distribution and Press Kit Services

Virtual Press Office/Cision PR Newswire is hosting the Official Online Press Room for RSNA



Amplify your virtual RSNA presence

Brand communication is more important than ever

As an RSNA participant, you are eligible to receive discounts on Cision Distribution by PR Newswire, the industry's leading network. Send your announcements to up to 4,000+ websites and 3,000+ traditional media outlets, plus reach our exclusive PR Newswire for Journalists community with 20,000+ active members.

1

SEO BOOST

Syndicate your news and get featured on the Online Press Room

2

BRAND AWARENESS

Drive discoverability with a portfolio of content

3

CREDIBILITY

Establish authority and thought leadership in the industry



Reach the RSNA registered media list



Display relevant content in one place



Track press release and microsite performance

Gain Visibility Before, During, and After RSNA

Online press kits offer access to content 24/7/365

Ensure both journalists and industry peers can find your most important content — even at 3 a.m. on a deadline — by utilizing a full-service online press kit as part of the [Official RSNA Online Press Room](#).

Our event microsite options offer a completely branded, responsive design experience to house everything from press releases to images and video. An online press kit includes:

- 100-word company description
- Logo or banner for branding
- 3+ pieces of content
- Email distribution of press releases
- Reporting metrics
- Ability to unlock additional features



“36% of journalists considered press releases the most useful brand source.”

– Cision’s 2020 State of the Media Report

[Order a VPO Package](#)

WHAT IS AN ONLINE PRESS KIT AND HOW CAN I USE IT FOR EVENT PROMOTION?

Check out a 3-minute video from Virtual Press Office/Cision PR Newswire that explains what press kits are, how they are used, and the qualities to look for in an online press kit service to help amplify your event message.

[WATCH THE VIDEO HERE](#)

Questions? Contact our Online Press Office representatives at VPO@cision.com or +1-973-783-7787, option 0.

