
ACKNOWLEDGE PUBLICATION

Building Leverage – Paid Advertising

- Online Video content- *YouTube* video; and
 - *TrueView* (pay per impression)
 - <https://www.youtube.com/yt/advertise/>
- Online article with photos etc.
 - *Stumble Upon Paid Discovery* (pay per view)
 - <http://ads.stumbleupon.com/>
 - *Outbrain* (pay per impression)
 - <http://www.outbrain.com/>

Building Leverage – Press Release Distribution Services

- PR Newswire;
 - <http://www.prnewswire.com/>
- PR Wire;
 - <http://prwire.com.au/>
- PR Web; and
 - <http://www.prweb.com/>
- Etc.