



Choosing your Internet news monitoring service: a handy guide

Which Internet news monitoring service best fits the way you do business? To find out, place a check mark next to each statement that applies to you. Then review the results with your BurrellesLuce representative. Together you'll be able to determine if edited, unedited, or a combination service best meets your needs.

- **With any BurrellesLuce service, you'll get copyright-compliant news clips**
- **from the widest selection of online mainstream media (MSM) and user-generated media (UGM), including the premium content that is unavailable from free online news sites, or services based on free online news.**

When to use our edited web monitoring service (web Press Clippings or ExpressWeb)

- Someone else needs to review your news for relevance – either to save you time, or because your requirements are subjective and require human interpretation.
- You want to limit the sources from which you receive stories.
- You'd like to narrow your search to a particular geographic area or vertical market
- You need the full text of the stories to share and include in reports.
- The content is so important, you need to be able to share the image of an online story in a clipbook, rather than sharing a link or text.
- You've run the numbers, and per-clip pricing yields the best value.

When to use BurrellesLuce iMonitor (iMonitor), the self-guided web monitoring service

- You need to see your clips as the news is posted.
- You want more control over your searches and monitoring results.
- You want to see international coverage.
- You need to do back searches on your news.
- You want to access the large universe of BurrellesLuce online news sources for broader and ad-hoc searches.
- You want to monitor your competition, or topics of interest, without paying per-clip fees, and have the resources to do your own editing.
- Flat fee pricing works best with your budget.