



Branding Marketing Agency Launches Free Media Placement Proposal Reviews

The no-cost service helps business owners compare paid distribution, deliverables, available public pricing and stated logo-use terms.

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[Branding Marketing Agency](#) Launches Free Review of 'As Seen On' Media Placement Proposals

No-cost service helps small and mid-sized business owners understand distribution methods, deliverables, public pricing and stated logo-use terms before evaluating a media package.

Branding Marketing Agency (BMA), a San Diego-based digital marketing firm, has launched a no-cost review service for small and mid-sized business owners evaluating media-placement proposals that use phrases such as 'As Seen On ABC, NBC, FOX and CBS.' BMA said its written reviews will explain the distribution method described in a proposal, the deliverables included and excluded, available public pricing for the distributor when identifiable, and any terms the proposal states concerning use of media names or logos.

Some paid press release distribution services syndicate submitted releases to websites associated with local television affiliates or other publishers. Paid press release distribution is different from editorial coverage initiated, researched and produced by a newsroom. In many markets, local television affiliates are independently owned and carry network programming through affiliation agreements. The appearance of a distributed press release on an affiliate website does not, by itself, indicate that a reporter or producer interviewed the business or independently reported the story.

Under the service, a business owner may submit a media-placement proposal to BMA for review. BMA will return a written summary addressing four areas: the distribution method described in the proposal; the distributor's publicly listed pricing, when identifiable; the services and deliverables included or excluded; and how the proposal describes media-name or logo use, including any stated restrictions. The review is free and does not require the owner to purchase another BMA service.

"Business owners should be able to distinguish paid distribution from independently reported coverage before they evaluate a media package," said Krishna Yadav, Founder and CEO of

Branding Marketing Agency. "A press release can be a useful communications tool, but the proposal should clearly explain what is being purchased and what the resulting publication does and does not represent."

"The aim of the review is to make proposal language, deliverables and public pricing easier to compare," Yadav added. "It gives owners a structured way to ask questions before making a decision."

The review is informational only. It does not provide legal advice, verify that a third-party trademark may be used, or grant permission to use a media company's name or logo. Rights and restrictions may depend on the written terms provided by the relevant media company, distributor or trademark owner.

Business owners can [request a review](#) through BMA's contact page. BMA will provide instructions for submitting the proposal and any supporting materials.

ABOUT BRANDING MARKETING AGENCY

Founded in 2017, Branding Marketing Agency provides digital marketing services to small and mid-sized businesses in the United States, United Kingdom, Canada and Australia. Services include search engine optimization, website design, branding, social media marketing, marketing automation and paid search advertising.

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