

The Media Portal helped promote the World Health Summit held in Montreal in May 2017, sponsored in part by the Institut de recherches cliniques de Montréal (IRCM)/Montreal Clinical Research Institute. This communication tool was very useful to publicize this international summit and to enhance the visibility of our institute. As a Member of Research Canada, it is definitely a huge advantage.

Dr. Tarik Möröy
President and Scientific Director of the Montreal Clinical Research Institute

health • research • innovation

portal

Social media and direct-to-subscriber distribution

Monitoring of Health & Research News

Media release distribution at incredible savings



Member Service

www.hriportal.ca

As a highly-valued Research Canada Member we want to make sure you know about the HRI Portal and that you consider using it to maximize exposure of your news and successes to the media, public and the community.

Research Canada developed the HRI Media Portal as a response to feedback from our Members. Many of you told us that the cost of sending media releases had become prohibitive. Some of you told us you were not getting your releases to science and health journalists. Some of you reported having stopped sending releases altogether. We created the HRI Portal to amplify your voices.

Who gets my release?

The HRI Portal Media Distribution Service is built on the MarketWired platform. Approximately 22,000 journalists are registered to receive appropriate content through this system. The HRI Portal distribution is comparable to any other release distribution service. Journalists receive releases directly to their digital devices. Research Canada distributes your media release to science, medical and health reporters, including weekly, trade, and monthly publications. We also send to national and regional reporters covering general, national, parliamentary, and daily news. In addition to journalists your release is:

- Posted on the Portal website
- Posted on social media channels Facebook and Twitter (over 5,000 community followers, e.g. scientists, innovators, health professionals)
- Sent directly to a direct-to-subscriber community electronic distribution list curated by Research Canada
- Included in Research Canada publication, *On the Move*, sent to the health research, health innovation and the healthcare communities

What can I include in my release?

At no additional cost to you, and with no word count charges, you may include:

- Your logo
- A picture
- A backgrounder in the same message following your release
- Hyperlinks to additional background materials or your website

What does it cost?

A flat fee (currently \$200) applies to Research Canada Members (\$300 if a non-Member) for each release. A second language will cost 50% of the first if sent at the same time. (Custom targeting is an additional \$100.)

This very low fee reflects the fact that the HRI Portal is a service to our Members and not a profit-making venture. Our mission is to advance health research in Canada and amplify the voices of our Members.

How do I do this?

All you need to do is send your release digital form by email with any additional materials you want included, such as pictures, your logo and backgrounders.

We may be able to accommodate a rush but we ask that you try to let us know a day before of your intention if possible. The distribution service may take a couple hours given the add-on services so it is best to begin early in the day, if not arrange set-up the previous day. You will be asked to be available to approve a test version of the release.

Can you do an embargoed release?

If you want an Embargo Service (release to select journalists in advance), we can do that as well.

Questions, concerns, feedback?

We would love to hear from you on this or any other Research Canada initiative. Please call Research Canada's National Office at 613-234-5129 or contact us by email at sgreer@rc-rc.ca.