

<http://www.picselect.com>

## Optimising media coverage

Picselect is a simple, effective way to distribute your publicity material. It is run by PA Business, part of the PA Group, which is home to The Press Association, the national news agency for the UK & Ireland. This unique position allows Picselect to ensure your publicity images, video and audio files are placed at the fingertips of thousands of influential journalists and editors at the heart of the media industry.

### PA Business

PA Business, part of the PA Group, is a leading provider of essential news and information services to businesses, Government department and other bodies.

Drawing on the unparalleled depth and range of content provided by The Press Association, the national news agency of the UK and Ireland, PA Business is uniquely positioned to fulfil your organisation's information needs. We count more than 300 businesses, Whitehall departments, leading charities, public sector organisations and PR companies among our clients.

Our Picselect customers represent a broad cross-section of organisations that span many industries, including arts, government departments, international film distributors and television broadcasters.

“ Having used PA for many years, we find Picselect a reliable, convenient and efficient way of storing our images and the people we direct to it find it easy to use. ”

Sony Pictures Releasing

“ Picselect always gives great service and ensures the photography from our films is easily available at the click of a button. ”

Icon Film

### Contact us

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 Picselect

A PA Business Product



...bringing maximum exposure to your publicity material.

“ The team at Picselect are a pleasure to work with. Always on hand to answer any questions, they offer a fantastic support service. I have been particularly impressed by their willingness to go the extra mile to ensure that picture desks are aware of Zone Horror's frighteningly good images. ”

Zone Horror

## Let Picselect do the work for you

Picselect saves you both time and effort. Why be faced with the hassle of e-mailing images, audio and video files to contacts individually, when Picselect can distribute them much more easily and effectively?

Our website not only delivers them all effortlessly and in a fraction of the time, it makes your publicity material immediately accessible to your target audience from any location in the world at any time, day or night.

## Reach our media audience

You can also take full advantage of our unique relationship with the media and our extensive database of key journalists. Our direct mailshot service allows you to communicate directly with the journalists that count, keeping them up-to-date and informed of any new content you wish to promote.



## Key features

- **Distribute your complete press kit**  
Make your images, video and audio clips available in one location, adding interest and depth to your overall message.
- **Self-Administration**  
You can fully manage the contents of your folder yourself and download reports at any time of day or night using our client administration site.
- **Fully Managed Service**  
Alternatively, we will do all the work for you. A personal account manager will provide a 'one-to-one' service to take care of your needs.
- **Daily Bulletin**  
An e-mailed bulletin is delivered into the inbox of Picselect users, alerting them to any new uploads.
- **Mail Shots**  
Our mailshot service targets specific Picselect users based on areas of interest and company type.
- **'My Messages'**  
We can communicate directly with each Picselect user via their messages account within the site itself.
- **Home Page Adverts**  
Home page adverts draw attention to new material you would like to promote more actively.
- **Exclusives**  
Choose to make your publicity material available to only a select number of trusted journalists.

“ Five distributes hundreds of pictures every week. We know we can rely on Picselect. It saves us valuable time and effort and is a real help with our image publicity. ”

Five TV

