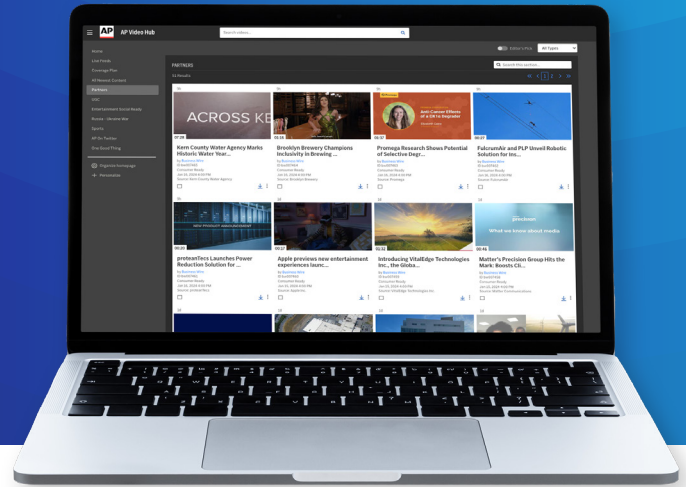


Enrich Your News with AP Content Services

Work with the expert creative team at The Associated Press to create custom content and native advertising.



About the Partnership

Exclusively for Business Wire clients, amplify your news with AP-produced, high-quality photography and video content, or launch a native advertising campaign supporting your announcement.

AP Content Services, the content marketing and advertising arm of The Associated Press, is an extension of one of the largest and most trusted sources of independent newsgathering. The team works collaboratively with brands and advertisers worldwide to create and distribute authentic, impactful, and informative content.

AP Makes It Easy

- ➔ AP Content Services handles the logistics of your photo or video shoot, providing you with custom imagery to distribute with your press releases or advertising campaigns.
- ➔ Video content distributed with your press release is published to AP Video Hub, a comprehensive library used by media organizations, broadcasters, digital publishers, and more.
- ➔ Maximize your news with native ads and branded content promoted on APNews.com, AP's social media channels, and shared with the AP Member Network.

Multimedia and Press Release ROI



Multimedia assets are the most valuable feature of a newswire service for journalists, according to Business Wire's Journalist Feedback Survey.



Journalists find [stories containing an image or video are more shareable](#) and believe short-form videos will continue to grow in popularity.



[Short-form video helps drive business results](#) and acts as an avenue to connect with Gen Z and Millennial audiences.



Business Wire clients who have issued [Interactive Media](#) releases saw a [28% increase in release views](#), [48% more inbound traffic](#), and consistent [outperformance compared to text-only releases](#).