

# HEREcity Network

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## Press Release Distribution Pricing Guide

**31 States | 89 Cities | Hyperlocal to National Reach**

Evergreen press releases with permanent backlinks,  
targeted local SEO value, and distribution across  
the fastest-growing hyperlocal media network in America.

**Herecity.com**

*For Agency & Professional Use*

# Why HERECity for Press Release Distribution?

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The HERECity Network operates hyperlocal news and information sites across 89 cities in 31 states (HEREColumbia.com, HERELasVegas.com, HEREDallas.com, and more). Unlike traditional wire services that blast releases into a firehose of national noise, HERECity places your clients' stories directly in front of the audiences that matter most -- the local communities where they do business.

## Key Advantages

- **Evergreen Placement:** Press releases remain on-site permanently. No 30-day expiration, no content rotation. Your release builds SEO value month after month.
- **Permanent Backlinks:** Every release includes a dofollow backlink to your client's website, providing lasting SEO authority from a locally relevant domain.
- **Hyperlocal Targeting:** Reach the exact city, state, or region where your client operates -- not a broad national blast that dilutes your message.
- **Transparent, All-Inclusive Pricing:** No hidden word-count overages. No surprise fees for images or logos. No mandatory annual memberships.
- **Scalable Coverage:** Start with one city, or go national across all 89 cities. Mix and match with credit packs to fit any campaign.
- **Growing Network:** As HERECity expands into new cities and states, your national and regional subscriptions automatically gain broader reach at no extra cost.

## What's Included in Every Press Release

Every press release published on the HERECity Network includes the following at no additional charge:

- Up to 800 words (extended length available on request)
- Up to 3 images or graphics embedded in the release
- 1 company logo placement
- 1 dofollow backlink to your specified URL
- Permanent, evergreen hosting on the designated HERECity site(s)
- Social media promotion across corresponding HERECity social channels
- RSS feed syndication
- Mobile-optimized display

# Pricing Overview

HEREcity offers three flexible purchasing models to fit any agency workflow: per-release pricing for one-off needs, credit packs for agencies managing multiple clients, and unlimited subscriptions for high-volume distributors. All models are available at four geographic tiers.

## Option 1: Per-Release Pricing

Simple, pay-as-you-go pricing. Ideal for agencies with occasional or one-off placement needs.

Distribution Tier	Coverage	Price Per Release	Example
City	1 HEREcity site	\$149	HEREDallas.com only
State	All HEREcity sites in one state	\$299	All Texas HERE sites (Dallas, Houston, Austin, etc.)
Regional	All HEREcity sites in a defined region	\$499	All Southeast sites (FL, GA, SC, NC, TN, etc.)
National	All 89 HEREcity sites across 31 states	\$799	Full network coverage

## Option 2: Credit Packs

Purchase a bundle of credits upfront at a discount. Credits can be redeemed for any geographic tier -- one credit equals one release at any level. This gives agencies maximum flexibility to mix city-level and national placements across different clients and campaigns.

Credit Pack	Credits	Total Price	Per-Credit Cost	Savings vs. Per-Release
Starter	5	\$675	\$135 / credit	~10%
Professional	15	\$1,800	\$120 / credit	~20%
Agency	30	\$3,150	\$105 / credit	~30%
Enterprise	60	\$5,400	\$90 / credit	~40%

*Note: 1 credit = 1 press release. City-level releases cost 1 credit. State-level releases cost 2 credits. Regional releases cost 3 credits. National releases cost 5 credits. Credits are valid for 12 months from date of purchase.*

### Option 3: Unlimited Subscriptions

For agencies and PR firms with high-volume distribution needs, our unlimited subscription plans provide the best per-release economics. Publish as many releases as you need within your chosen geographic tier for one flat monthly fee.

Subscription Tier	Coverage	Monthly	Annual (Save ~17%)	Best For
<b>City Unlimited</b>	1 designated HEREcity site	<b>\$399/mo</b>	<b>\$3,990/yr</b>	Local PR firms, single-market clients
<b>State Unlimited</b>	All sites in 1 state	<b>\$699/mo</b>	<b>\$6,990/yr</b>	State-level agencies, multi-city clients
<b>Regional Unlimited</b>	All sites in 1 region	<b>\$1,199/mo</b>	<b>\$11,990/yr</b>	Regional agencies, multi-state campaigns
<b>National Unlimited</b>	All 89 sites across 31 states	<b>\$1,999/mo</b>	<b>\$19,990/yr</b>	National PR firms, enterprise clients

*Unlimited subscriptions require a minimum 3-month commitment for monthly plans. Annual plans are billed upfront. Subscription tier may be upgraded at any time; downgrades take effect at the next billing cycle. A reasonable use policy applies (see Terms).*

### Which Option Is Right for Your Agency?

If you need...	Choose...	Why
1-4 releases per month	<b>Per-Release</b>	Pay only for what you use. No commitments.
5-20 releases per month across multiple clients	<b>Credit Packs</b>	Save 10-40% and use credits flexibly across any tier or client.
20+ releases per month for one geographic focus	<b>Unlimited Subscription</b>	Flat fee = predictable costs. The more you publish, the lower your per-release cost.

# How HERECity Compares

The press release distribution market ranges from premium wire services charging \$1,000+ per release to budget outlets with limited reach. HERECity occupies a unique sweet spot: premium-quality placement with permanent SEO value at a fraction of the cost of traditional wire services.

## National Distribution Comparison

Service	National Release Price	Typical Total (w/ add-ons)	Evergreen Hosting?	Permanent Backlink?	Hidden Fees?
PR Newswire	\$805-\$1,070	\$2,000-\$3,000+	No (expires)	No	Yes*
Business Wire	\$475-\$760	\$1,200-\$2,000+	No (expires)	No	Yes*
GlobeNewsWire	\$350-\$900	\$900-\$1,500+	No (expires)	No	Yes*
eReleases	\$399-\$699	\$499-\$699	Limited	No	Minimal
PRWeb (Cision)	\$99-\$389	\$189-\$389	Limited	Nofollow	No
EIN Presswire	\$99-\$149	\$99-\$149	Limited	No	No
<b>HEREcity Network</b>	<b>\$799</b>	<b>\$799</b>	<b>YES - Forever</b>	<b>YES - Dofollow</b>	<b>NONE</b>

*\*Hidden fees at major wire services typically include: word-count overages (\$140-\$245 per 100 words beyond 400), multimedia surcharges (\$325-\$495 per image/logo), annual membership fees (\$195-\$249), and rush delivery charges. HERECity pricing is all-inclusive.*

## The Bottom Line for Your Clients

A single national press release through PR Newswire with images typically costs \$2,000-\$3,000 and disappears after 30-90 days. That same \$2,000-\$3,000 buys your client an **Enterprise Credit Pack (60 credits)** on HERECity -- enough for dozens of permanently hosted, SEO-building press releases across any combination of cities, states, and regions. The math speaks for itself.

# Editorial Standards & Submission Guidelines

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The HEREcity Network maintains editorial standards to protect the quality and credibility of our platform, our audience, and our publishing partners. All press releases submitted for distribution must comply with the following requirements.

## Content Requirements

- **Truthfulness and Accuracy:** All statements of fact contained in a press release must be true, accurate, and verifiable. HEREcity does not publish content that is false, misleading, deceptive, or designed to mislead readers.
- **Legitimate Newsworthy Content:** Releases must contain genuinely newsworthy information such as product launches, company announcements, event promotions, executive appointments, partnerships, financial results, research findings, community engagement, or similar business-relevant news.
- **No Prohibited Content:** HEREcity will not publish press releases that contain or promote: illegal activities; hate speech or discrimination; adult or explicit content; gambling or unregulated financial schemes; unsubstantiated health or medical claims; counterfeit goods; or any content that violates applicable federal, state, or local laws.
- **Attribution and Sources:** Any claims, statistics, or data cited in a release must include proper attribution. Quotes must be from real, identifiable individuals who have authorized their use.
- **No Spam or Duplicate Content:** Releases must contain original content. Submitting substantially identical releases across multiple submissions to inflate volume or manipulate search rankings is prohibited.
- **Contact Information:** Every release must include valid contact information (name, phone, email) for a real person or department that can respond to media inquiries.

## Formatting Standards

- Maximum 800 words for standard releases (extended length available upon request and approval)
- Up to 3 embedded images (JPEG or PNG, minimum 600px wide, maximum 5MB each)
- 1 company logo (PNG or SVG preferred, minimum 200px wide)
- 1 dofollow backlink to a functioning, legitimate URL
- Proper grammar, spelling, and punctuation (HEREcity reserves the right to return releases for correction)
- Clear headline (recommended: under 100 characters) and optional subheadline
- Standard press release format with dateline, body, boilerplate, and contact information

## Review and Approval Process

All press releases are subject to editorial review prior to publication. HEREcity reserves the sole and absolute right to reject, modify, or remove any press release that does not meet our editorial standards, at any time and

for any reason. Standard review turnaround is 1-2 business days. Expedited review (same business day) is available for an additional fee.

# Terms and Conditions

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## 1. Acceptance of Terms

By submitting a press release or purchasing any HEREcity distribution product, you (the 'Client') agree to be bound by these Terms and Conditions. If you are submitting on behalf of a third party, you represent and warrant that you have full authority to bind that party to these terms.

## 2. Client Representations and Warranties

Client represents and warrants that: (a) all information contained in the press release is true, accurate, and not misleading; (b) the press release does not infringe upon the intellectual property rights, privacy rights, or any other rights of any third party; (c) the press release complies with all applicable federal, state, and local laws and regulations, including but not limited to FTC guidelines, SEC regulations (where applicable), and truth-in-advertising standards; (d) Client has obtained all necessary permissions, consents, and releases for any quotes, images, trademarks, or other materials included in the press release.

## 3. Indemnification

Client shall indemnify, defend, and hold harmless HEREcity Network, its parent company, affiliates, officers, directors, employees, and agents from and against any and all claims, damages, losses, liabilities, costs, and expenses (including reasonable attorneys' fees) arising out of or related to: (a) the content of any press release submitted by Client; (b) any breach of Client's representations and warranties; (c) any violation of applicable law; or (d) any claim that the press release infringes or violates the rights of any third party.

## 4. Right to Reject, Modify, or Remove

HEREcity reserves the right, in its sole discretion, to: (a) reject any press release submission for any reason; (b) request modifications before publication; (c) remove any published press release at any time if it is later found to violate these Terms or editorial standards; (d) suspend or terminate any Client account for repeated violations. Rejected submissions under per-release pricing will be refunded in full. Credit pack credits will be restored. Subscription fees are not prorated for rejected content.

## 5. Intellectual Property

Client retains all intellectual property rights in the content of submitted press releases. By submitting a release, Client grants HEREcity a non-exclusive, perpetual, royalty-free license to host, display, distribute, and archive the press release on HEREcity Network sites and associated channels (social media, RSS feeds, email newsletters, partner syndication). This license survives termination of the Client relationship.

## 6. Payment Terms

Per-release and credit pack purchases are due in full prior to publication. Subscription fees are billed in advance on a monthly or annual basis depending on the plan selected. All fees are non-refundable except as expressly stated in these Terms. Invoices not paid within 30 days of the due date may be subject to a late fee of 1.5% per month or the maximum allowed by law, whichever is less.

## 7. Limitation of Liability

To the maximum extent permitted by law, HEREcity's total liability for any claims arising under these Terms shall not exceed the total fees paid by Client in the twelve (12) months preceding the claim. HEREcity shall not be liable for any indirect, incidental, consequential, special, or punitive damages, including lost profits, lost data, or business interruption, regardless of the theory of liability.

## **8. No Guarantee of Results**

HEREcity provides a publishing and distribution platform. We do not guarantee any specific SEO results, media pickup, traffic volumes, lead generation, or business outcomes resulting from the publication of any press release. Results vary based on content quality, market conditions, and factors outside HEREcity's control.

## **9. Reasonable Use Policy (Unlimited Subscriptions)**

"Unlimited" subscriptions permit a reasonable volume of original, unique press releases consistent with normal business PR activity. HEREcity reserves the right to define reasonable use and to contact subscribers who appear to be engaging in automated, bulk, or spam-like submission patterns. Releases must still individually meet all editorial standards. Submitting releases on behalf of undisclosed third parties, or reselling subscription access, is prohibited without written authorization.

## **10. Governing Law and Dispute Resolution**

These Terms shall be governed by and construed in accordance with the laws of the State in which HEREcity Network's principal place of business is located. Any disputes arising out of or relating to these Terms shall be resolved through binding arbitration in accordance with the rules of the American Arbitration Association, with the prevailing party entitled to recover reasonable attorneys' fees and costs.

## **11. Modifications**

HEREcity reserves the right to update these Terms and pricing at any time. Changes will be posted on the HEREcity website and will take effect 30 days after posting. Existing credit packs will be honored at their original redemption rates. Subscription pricing changes will take effect at the next renewal period.

# Ready to Get Started?

Whether you need a single city placement or a national campaign, the HEREcity Network is ready to help your clients get noticed in the communities that matter most.

**Contact Us**

**Herecity.com**

Press Release Distribution Inquiries

**31 States | 89 Cities | Unlimited Potential**

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