



www.CyberAlert.com
Nobody Monitors Media Better



CyberAlert, Inc., Foot of Broad St., Stratford, CT 06615 • Phone: 203-375-7200 • Fax: 203-612-6942 • Toll Free: 1-800-461-7353 • info@cyberalert.com

Product Brochure

CyberAlert[®] 5.0

Worldwide News Monitoring

Product Brochure

CyberAlert[®] 5.0

Better, Faster, Less Costly Online News Monitoring Service

- ✓ **More comprehensive media coverage**
- ✓ **More accurate news clipping**
- ✓ **More timely clip delivery**
- ✓ **Anywhere, anytime clip access**
- ✓ **Easy clip management**



www.CyberAlert.com
Nobody Monitors Media Better



CyberAlert, Inc., Foot of Broad St., Stratford, CT 06615 • Phone: 203-375-7200 • Fax: 203-612-6942 • Toll Free: 1-800-461-7353 • info@cyberalert.com

CyberAlert 5.0 Worldwide News Monitoring and Clipping Service

CyberAlert® offers today's most comprehensive, effective, time-efficient and economical service to monitor and clip local, national and worldwide news about your company, its brands and products, and its competitors.

CyberAlert 5.0 Features and Benefits

Feature	Benefit
Comprehensive media coverage	More clips delivered
Automated monitoring	Near zero missed clips
Customized search profiles	Fewer irrelevant clips
Same day or overnight delivery	More timely intelligence
Detailed readership data	More effective media measurement
Digital Clip Book	Anywhere, anytime access to clips
Unmatched customer service	Hassle free media monitoring
Low, fixed monthly costs	Save up to 71%

Nobody monitors the news media better than CyberAlert 5.0. Nobody matches the advanced features and benefits of CyberAlert 5.0. Nobody offers better value than CyberAlert 5.0.

Get started today! Order your No-Risk 14-day FREE TRIAL of CyberAlert 5.0 News Monitoring Service Now! Monitor your own key words in 55,000+ news sources. Zero cost. No credit card required.

Bottom Line:

- Better Media Coverage: 55,000+ news sources
- Near zero missed clips; few irrelevant clips
- Faster Delivery: Overnight via E-Mail
- Digital Clip Storage
- Less Expensive

Key Features

Better media coverage

- 55,000+ news sources worldwide in 250 languages in 191 countries
- **Localized/customized** to your needs

More accurate news clipping

- Few missed clips
- Near zero nuisance clips

More timely clip delivery

- Today's clips delivered today throughout the business day via e-mail or once-a-day next morning via e-mail

Easy clip management

- Electronic clip storage and search

Detailed readership data

- Web rank, opportunities to see, press circulation, and more

Less costly

- Flat monthly fee; no per clip charges; no long-term content
- Save up to 71%

Call 800-461-7353 for Customer Service

CyberAlert 5.0: Today's most comprehensive and accurate worldwide news monitoring service — at substantially lower cost

CyberAlert 5.0 Overview

Features

Today, virtually every news organization, trade publication and broadcaster throughout the world publishes its content on the Internet. Many news organizations publish more frequently on the net than they do in their traditional media and most news stories now appear first on the Internet. More than 70% of people now look on the Internet first for news.

As a result, online news monitoring has emerged as the "gold standard" for comprehensive coverage, accuracy, and timely delivery of news clips on companies, products, brands, issues, and competitors for corporate reputation management, press release tracking, marketing communications, and competitive intelligence.

Benefits

- **News monitoring that meets your most stringent specifications and requirements.**
 - **Comprehensive** — worldwide news monitoring
 - **Accurate** — More than 98% of delivered clips are "good clips"; no duplicates; near zero missed clips; few if any irrelevant clips
 - **Timely** — overnight delivery of all clips found the previous 24 hours.
 - **Easy clip management** — digital clip storage for easy sorting, searching and measurement.
- **Substantially less costly than traditional press clipping services; fixed monthly fee; no per clip fee.**

Comprehensive Worldwide Media Coverage

Features

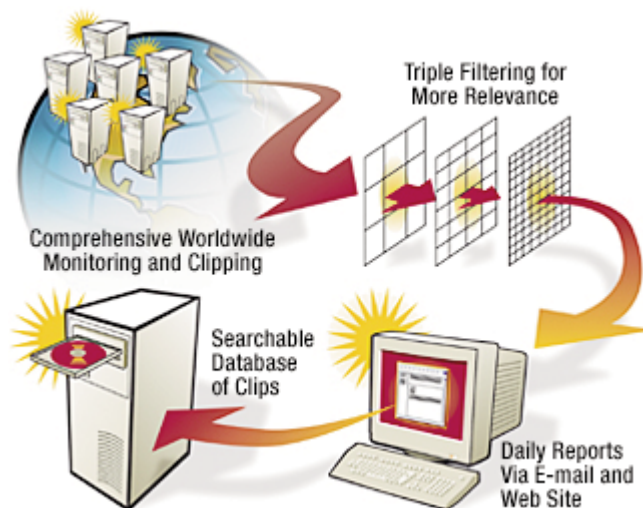
Each day CyberAlert monitors and "clips" news stories from the Web sites of more than 55,000 carefully-selected publications and broadcasters worldwide in 250 languages. The selected media include virtually all news syndication services, newspapers, magazines, trade journals, and TV stations in the United States. CyberAlert monitoring includes over 30,000 international publications with in-depth media coverage in Canada, UK, France, Spain, Australia and many other countries.

Upon client request, CyberAlert will add local, national, trade and international media sites to its list of media sites for daily monitoring.

In addition, clients can create a custom media list, limiting monitoring to only selected media sites on the CyberAlert Media List.

Benefits

- **Convenience of one-stop, fully-integrated news monitoring on your desktop**
 - News Releases
 - News Articles
 - Features
 - Product Reviews
 - Editorials
- **More clips (at less cost) to better demonstrate the value of PR**
- More effective media measurement with enhanced database of clips
- **Convenience and timesaving of Media List customized to your specific requirements**



Automated Monitoring and "Reading" of Publications

Features

CyberAlert's fully-automated intelligent agents "read" every word in 250 languages in over 1 million pages of news articles each day in 55,000+ news sources on the Internet.

The CyberAlert software monitors far more news each day than any team of human readers. The software "reads" immeasurably faster and more accurately than human readers. The overall result is a media monitoring service that outperforms traditional press clipping services and/or in-house staff monitoring news on the Internet (and costs less).

Benefits

- **Fewer missed clips**
 - Automated software doesn't miss clips that human readers do
- **Wider Breadth of Monitoring:** Ability to monitor more publications than could be done manually with staff - and in much less time
- **More frequent monitoring for more up-to-date results**
- Frees up staff time to focus on more important tasks. CyberAlert saves up to 85% of the time staff may be spending on Internet monitoring. You'll have more time for higher-level assignments like strategizing, developing, implementing, analyzing, and measuring your communications programs.

Customized Search and Media Profiles

Features

You select your key words or phrases, customized to your specific needs.

- Full Boolean queries using multiple operands including AND, OR, NEAR, and AND NOT
- Custom software to eliminate unwanted versions of words
- Triple filtering of all clips
- Easily change search specifications

Benefits

- **No duplicate clips**
- **Limit clips to what you really want and need**
- **Clips meet your precise specifications/requirements**
- **Few if any unwanted clips**
- Substantially reduce staff time needed to review articles
- Increased staff productivity

Same Day or Overnight Delivery - E-mail, Website, XML

Features

CyberAlert delivers clips once-a-day next morning before start of business - 7/365 or, optimally throughout the business day. CyberAlert delivers all clips via e-mail. No more waiting days or weeks for your clips from traditional press clipping services. Delivery in other formats including various flavors of XML is available.

Benefits

- **Be completely up to date on published information about your company and its products**
- Avoid being blind-sided by news articles you haven't yet received from your clipping service
- Gain earlier insight to developing issues, enabling you to respond quicker and more effectively
- **No additional cost for next morning delivery**

Digital Clip Book - Electronic Storage and Search

Features

The CyberAlert 5.0 news monitoring and clipping service includes a password-protected digital database containing the full-text of all your clips for as long as you are a client. Organized into easy-to-use folders that you specify, CyberAlert's powerful *Digital Clip Book™* enables you to effortlessly review, sort, search, annotate, cross-reference, and circulate your clips. The *Digital Clip Book* requires only a standard Web browser; no special software required. Much more useful, accessible and valuable than disorganized folders or binders of fading paper clips.

Benefits

- **Anytime, anywhere access to all your clips by anyone you authorize**
- Hassle-free clip management
- **Time-saving electronic searches** for much faster clip retrieval - up to 7 times faster
- **Faster, better data mining**
 - Easily sort clips by date, publication, author name, subject, — and more
- Drastically reduce paper-handling and storage
- Improve media measurement

Detailed Readership Data

Features

CyberAlert provides the industry's most detailed readership data. For each news source, CyberAlert provides the site's web rank, news rank, total national opportunities to see (equivalent of print impressions), and print circulation.

Benefits

- **Better measure all key parameters of PR success including reach and trends.**
- **Better compare PR program success to other marketing programs**

Superior Technology

Features

With its revolutionary software and up-to-the-minute 64-bit hardware and data storage systems located in one of the nation's most advanced Internet hosting facilities, CyberAlert has provided extraordinarily reliable news monitoring service since 1997 for thousands of corporations, not-for-profit organizations, and government agencies throughout the world.

Since its launch with v1.0, CyberAlert has employed a process of continuous software improvement using client input to enhance media coverage, add features and upgrade functionality on an on-going basis.

Benefits

- **Exceptionally dependable daily service 7/365**
- **Safety of RAID backup and secure environment for all your data**
- Security of using market-leading service with continuous updates
- **Easy to Use:** No special desktop software required by client; access all records with your desktop Internet browser. No special training required.

Unmatched Customer Service

Features

CyberAlert's phones are answered by humans during business hours. You're immediately connected with our extraordinarily responsive customer service staff who will do whatever it takes to meet your media monitoring and clipping requirements. **The CyberAlert system and staff are extremely flexible in meeting custom requirements of clients.**

If requested, CyberAlert provides 24/7 emergency service availability for all its customers.

And **every member of our staff will always do what's best for you.**

Benefits

- **Expert assistance in setting up your search specification to produce optimal results**
- **Immediate set-up of your order with next-day delivery of your first clips**
- On the spot changes in search profiles
- **Well-maintained News Media List, continually updated**
- Round-the-clock service access for monitoring emergencies or PR crisis

Best Value in Media Monitoring

Features

Simple, convenient pricing

- **One low, fixed monthly fee for up to 15 keywords/phrases and 1,000 clips per month**
- **Immediate set-up of your order with next-day delivery of your first clips**
- Absolutely no per clip fees
- No hidden charges
- Monthly billing; no annual contract

CyberAlert 5.0 represents today's best value in news monitoring.

Benefits

- **Lower your costs for both press clipping and broadcast monitoring**
- **Save up to 71% compared with traditional press clipping services**
 - More budget for salaries 😊
- **Fixed monthly costs; no surprises; no billing hassles**

**The ultimate benefit:
Vastly improved news monitoring —
at substantially lower cost.**

Daily E-Mail Alert

Daily Email



Nobody Monitors the Media Better

April 20, 2012

LOG ON

CONTACT US

User: W. Comcowic **Search Name:** Monsanto3 **Citations Today:** 85 **Citations Month:** 1275

Title: **Monsanto's Net Income Rises 19%**
URL: <http://www.nytimes.com/2012/04/05/business/monsantos-net.....-19.html>
Extract: +... The agricultural giant Monsanto said on Wednesday that a strong and early seed-selling season helped increase its fiscal second-quarter net income 19 percent. The company raised its earnings outlook for the full year. Monsanto, which produces genetically engineered seeds and the herbicide Roundup, earned \$1.21 billion, or \$2.24 a share, in the quarter that [TEXT](#)

Ranks:	Web Rank	News Rank	Reach/Million	National OTS	Print Circ#
	27	7	18660.0	2966940	N/A

Title: **heraldsun.com: EU Publishes Approved Biotech Products**
URL: <http://www.herald-sun.com/business/wire/22-598262.html>
Extract: =... year. Under those new rules, the European Commission approved two additional **biotech** products, the Bt11 sweet **corn** of Syngenta and the NK603 **corn** product from **Monsanto**. Products listed on the register, which is available on the Internet, include 12 varieties of **corn**, 6 varieties of [HTML](#) [TEXT](#)

Ranks:	Web Rank	News Rank	Reach/Million	National OTS	Print Circ#
	71073	2891	19.5	3100.5	51200



Original Article

Cached Text

The screenshot shows the original article from The New York Times Business Day. The headline is "Monsanto's Earnings Rise 19%". The article text begins: "The agricultural giant Monsanto said on Wednesday that a strong and early seed-selling season helped increase its fiscal second-quarter net income 19 percent. The company raised its earnings outlook for the full year." It also includes a "What's Popular Now" sidebar and a "Get the Times Limited E-Mail" sign-up box.

The screenshot shows the CyberAlert interface. It displays a list of search results for "Monsanto" with a date range from 04/04/2012 to 04/04/2012. The selected result is the article "Monsanto's Net Income Rises 19%". Below the list, the "Cached Text" is displayed, which is a copy of the article's content as seen in the original article screenshot.



Digital Clip Book™ — Searchable Database of Clips



Listing Folders Charts

Preferences | Feedback | Help | Sign out

Folder **Monsanto** Period Start 04/04/2012 End 04/04/2012 Go

Date	Source	Headline / Extract / Ranking	Media Type										
04/04/2012	www.nyt.com United States English	Monsanto's Net Income Rises 19% http://www.nytimes.com/2012/04/05/business/mons...es-19.html +... The agricultural giant Monsanto said on Wednesday that a strong and early seed -selling season helped increase its fiscal second-quarter net income 19 percent. The company raised its earnings outlook for the full year. Monsanto , which produces genetically engineered seeds and the herbicide Roundup, earned \$1.21 billion, or \$2.24 a share, in the quarter that tenced in February, compared with \$1.02 billion, or \$1.88 per share, a year .+n. <table border="1"> <thead> <tr> <th>Web Rank</th> <th>News Rank</th> <th>Reach/Million</th> <th>National OTS</th> <th>Print Circ#</th> </tr> </thead> <tbody> <tr> <td>91</td> <td>88</td> <td>12 330</td> <td>1 960 470</td> <td>N/A</td> </tr> </tbody> </table>	Web Rank	News Rank	Reach/Million	National OTS	Print Circ#	91	88	12 330	1 960 470	N/A	Newspaper
Web Rank	News Rank	Reach/Million	National OTS	Print Circ#									
91	88	12 330	1 960 470	N/A									
04/04/2012	ipsnews.net N/a English	Mexico's Corn Festivals a Haven from Transgenic Crops http://ipsnews.net/news.asp?idnews=107320 +... (Diabrotica virgifera virgifera) was growing resistant to Bt corn . This transgenic corn , which contains a naturally occurring soil bacterium, Bacillus thuringiensis, that kills rootworm larvae, was developed by U.S. biotech giant Monsanto . _We are troubled about the immediate implications of these observations for the durability of pyramid toxin rootworm-protected corn , as well as their potential long-term impact on corn production,+n. <table border="1"> <thead> <tr> <th>Web Rank</th> <th>News Rank</th> <th>Reach/Million</th> <th>National OTS</th> <th>Print Circ#</th> </tr> </thead> <tbody> <tr> <td>41 877</td> <td>17 524</td> <td>42</td> <td>6 599</td> <td>N/A</td> </tr> </tbody> </table>	Web Rank	News Rank	Reach/Million	National OTS	Print Circ#	41 877	17 524	42	6 599	N/A	www
Web Rank	News Rank	Reach/Million	National OTS	Print Circ#									
41 877	17 524	42	6 599	N/A									
04/04/2012	Motley_Fool United States English	What's Moving the Dow Lower Today http://www.fool.com/investing/general/2012/04/0...today.aspx +... results from Monsanto (NYSE: MON) as well as the news that Monsanto was raising its profit forecast bode well for the agriculture industry. DuPont in particular stands to benefit from its crop -protection products, which compete against similar products from Monsanto and other companies. Some perspective It's important to remember that even with today's declines, the Dow is less than 2% below its recent highs - and still up around .+n. <table border="1"> <thead> <tr> <th>Web Rank</th> <th>News Rank</th> <th>Reach/Million</th> <th>National OTS</th> <th>Print Circ#</th> </tr> </thead> <tbody> <tr> <td>1 751</td> <td>727</td> <td>768</td> <td>122 112</td> <td>N/A</td> </tr> </tbody> </table>	Web Rank	News Rank	Reach/Million	National OTS	Print Circ#	1 751	727	768	122 112	N/A	www
Web Rank	News Rank	Reach/Million	National OTS	Print Circ#									
1 751	727	768	122 112	N/A									
04/04/2012	www.foxreno.com United States	Monsanto profit driven by US, Latin America growth http://www.foxreno.com/ap/ap/agriculture/monsan...wth/nMjps/	www										

+ Add a Clip

<< < 1-30 of 322 > >>

Action on Selected Clips (0) Whole List (322)

Cached Text

Source	www.nyt.com
Headline	Monsanto's Net Income Rises 19%
Clip ID	20120420069304
Date	04/04/2012
Region	North America
Country	United States
State	
City	
Language	English
Media Type	Newspaper
Industry	
Web Rank	91
News Rank	88
Reach/Million	12 330

Monsanto's Net Income Rises 19%
By THE ASSOCIATED PRESS
Published: April 4, 2012
The agricultural giant **Monsanto** said on Wednesday that a strong and early **seed**-selling season helped increase its fiscal second-quarter net income 19 percent. The company raised its earnings outlook for the full year. **Monsanto**, which produces genetically engineered seeds and the herbicide Roundup, earned \$1.21 billion, or \$2.24 a share, in the quarter that tenced in February, compared with \$1.02 billion, or \$1.88 per share, a year earlier. Increased **corn seed** sales in Latin America also pushed up its results. Revenue rose 15 percent, to \$4.75 billion from \$4.13 billion. The results topped analysts' expectations for a profit of \$2.11 a share on revenue of \$4.53 billion, according to FactSet. The second quarter is an important one for **Monsanto** because it sells its seeds ahead of the planting season in the northern hemisphere. Sales of **corn** seeds and traits, by far the company's biggest segment, rose 17 percent to \$2.82 billion. **Soybean seed** and trait sales, its next largest segment, rose 12 percent to \$689 million. **Monsanto**, based in St. Louis, increased its expectations for full-year adjusted earnings by 10 cents per share to a range of \$3.49 to \$3.54. Including all one-time gains and losses, it expects to report earnings of \$3.45 to \$3.50 a share. Analysts, who tend to exclude one-time items from their estimates, currently expect \$3.51 a share. The Department of Agriculture said last week that **corn** supplies as of March 1 were down 6 percent from a year earlier, indicating supplies will remain tight and prices high in the near term. **Corn** is used in a wide variety of goods, including fuel, animal feed and syrup for soda.



Price Sheet

January 1, 2012

Service	CyberAlert Coverage	Retail Price Per Month
CyberAlert 5.0 U.S. Regional	Daily monitoring and clipping of all news sources in up to five states; unedited next morning delivery 7/365; up to 15 key words or phrases per search on single subject; no per clip charge for up to 1,000 clips per month; full text clip storage for as long as you subscribe to the service.	US\$189
CyberAlert 5.0 U.S. National	Daily monitoring and clipping of approximately 25,000 U.S.-based online news sources; unedited next morning delivery 7/365; up to 15 key words or phrases per search on single subject; no per clip charge for up to 1,000 clips per month; full text clip storage for as long as you subscribe to the service.	US\$249
CyberAlert 5.0 US and Canada	Daily monitoring and clipping approximately 25,000 U.S.-based and 4,500 Canadian online news sources with next morning delivery 7/365; up to 15 key words or phrases per search on single subject; no per clip charge for up to 1,000 clips per month; full text clip storage for as long as you subscribe to the service.	US\$295
CyberAlert 5.0 Worldwide	Daily monitoring and clipping of 55,000 news sources worldwide in 250 languages; unedited next morning delivery 7/365; up to 15 key words or phrases per search; no per clip charge for up to 1,000 clips per month; full text clip storage for as long as you subscribe to the service.	US\$349