

COVERAGE REPORT

Northwind Labs - Series A announcement

Illustrative sample. Northwind Labs is not a real company and these URLs do not resolve.

312 **Placements live**
Every one opened and confirmed - by a person where the publisher blocks automated checks

0 **Links taken on trust**
Nothing is counted here that we did not open ourselves - a page we could not reach is marked

The nine named placements Showing the 9 named outlets of 312 total

Outlet	Domain	Status	Date
AP News	apnews.com	Live - by hand	11 Aug
USA Today	usatoday.com	Live - by hand	11 Aug
Yahoo Finance	finance.yahoo.com	Live	11 Aug
Business Insider	businessinsider.com	Live	12 Aug
MarketWatch	marketwatch.com	Live - by hand	12 Aug
Toronto Sun	torontosun.com	Live	12 Aug
Street Insider	streetinsider.com	Live - by hand	13 Aug
Barchart	barchart.com	Live	13 Aug
Digital Journal	digitaljournal.com	Live	14 Aug

"Live - by hand" is not a weaker result. Three of these publishers block automated checks as a matter of policy - AP disallows its press-release path, MarketWatch bars automated collection under a Dow Jones term, and Street Insider returns 403 to any crawler - so a person opening the page is the only way those rows can be confirmed at all.

Proofwire

HOW THIS WAS VERIFIED

Every URL is opened, not assumed

We request each page ourselves and confirm the release is on it. A receipt saying a release was "sent to 500 outlets" is not evidence that anything published.

Only what is actually online is counted

Republished pages we cannot open ourselves are excluded from the total. That makes these numbers smaller than the ones quoted elsewhere, and true.

Verified on the day it is delivered

This is a snapshot and it says so. Publishers prune press-release archives without notice, so a link that resolves today can be gone next quarter. We report what was true when we checked.

WHAT THIS REPORT DOES NOT CLAIM

- Counts reflect pages opened at the sweep time shown. Republished pages we could not open are excluded, so this total is smaller than the "sent to" count a distributor quotes.
- Publishers can edit or remove a placement at any time. This report records the state as of the sweep above and is not re-checked afterwards.
- We promise submission to the partner network. We do not promise permanent placement, and we never count a placement we could not open.

Every placement in a real report is a live link you can open.

This sample uses a fictional client so nothing here can be mistaken for another company's coverage. A real report carries working URLs, the date each page went up, and the outlet's domain rating where we can attribute the figure to a source.