



## Achieve Your Audience Reach, Engagement & Acquisition Goals with PR Newswire

For more than 60 years, PR Newswire has been the most authoritative source of news and information in the industry, delivering targeted influencer and audience attention, while providing the best customer service. Research by a leading professional services firm found that distributing news and information via PR Newswire helped our clients achieve superior media pick up vs. competitors and achieve greater visibility on major news and media sites.

Today we offer a suite of services, information and tools for PR specialists, corporate and marketing communications professionals, as well as IR, shareholder and compliance communications officers – all designed to help brands and organizations reach and engage with consumers, investors and the media.

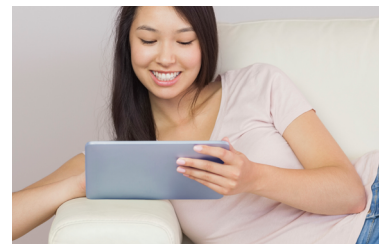
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### PR Newswire Membership

PR Newswire membership\* is your gateway to the industry's largest content distribution network, with features that help you share your messages and news releases, target the media and evaluate results – plus professional development resources. Membership includes:

- Access to our distribution network, with options to share your message to one industry, across the US – or around the world.
- Online Member Center to manage your releases and multimedia, review reports and find account information.
- Media Studio to help you easily upload, manage and distribute your multimedia content.
- Visibility Reports detailing the reach of your content – by media type, region, by individual asset.
- Member-only webinars on effectively leveraging your content and engaging with key audiences.
- Complimentary phone/webinar training for all major services.
- Consultation and proofreading of news releases by a professional editorial team.
- Online, email or phone access to our skilled and knowledgeable customer support team.

\* PR Newswire is a membership organization subject to an annual fee.



## Distribution

Enhance the reach and discoverability of your message by leveraging PR Newswire's unrivaled distribution network, media targeting tools and our range of multimedia content options.

400 Word News Release      Each Addtl 100 Words

### National

**US1** ..... **\$795** ..... **\$225**

End-to-end distribution, delivering your news to our most comprehensive U.S. media circuit, thousands of websites and investors, all while helping you connect with Internet searchers. Our premium reports give you actionable information from PR Newswire's online properties, including our public website and our media-only website, as well as thousands of websites including those that syndicate PR Newswire copy.

**US1 + Premium Photo**..... **\$1,395** ..... **\$225**

Your image displays alongside your US1 news release on up to 2,300 websites and is distributed to AP PhotoExpress. Also includes placement on the Reuters Sign<sup>‡</sup> in Times Square, archival on PR Newswire's image archive sites, and image re-use at no charge.<sup>†</sup> Additional photos are \$299 each.

**Video Release** ..... **\$999** ..... **\$225**

Amplify engagement by adding a video to your press release, distributed on US1.

**US1 Social** ..... **\$870** ..... **\$225**

Get all the benefits of US1 plus SocialPost™ which spreads your news to followers of PR Newswire's industry-focused Twitter feeds and helps expand your exposure in search engines.

**US1 Industry Circuits** ..... **\$795** ..... **\$225**

US1 premium national circuit tagged to reach journalists covering specific industries.

**Top Markets** ..... **\$575** ..... **\$165**

Target specific geographic areas that focus on your industry.

**PR Newswire ranks #1** with journalists and bloggers as the most trusted news source<sup>1</sup> and has 36,000 active PR Newswire for Journalists community members.



### LET'S GET PERSONAL

## Ask about our Custom Packages

When you tell us what your communications challenges are, we will customize a unique blend of tools to help you achieve your objectives, while remaining within your budget.

400 Word News Release      Each Addtl 100 Words

### State & Local

**New York Metro** ..... **\$445** ..... **\$125**

**New York State** ..... **\$445** ..... **\$125**

**New Jersey plus key NYC** ..... **\$445** ..... **\$125**

**Washington DC Region** ..... **\$445** ..... **\$125**

**All other state and metro** ..... **\$350** ..... **\$125**

### Regional

**Northeast** ..... **\$545** ..... **\$150**  
CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT & WV

**Southeast** ..... **\$545** ..... **\$150**  
AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN & VA

**Midwest** ..... **\$545** ..... **\$150**  
IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI

**West/Southwest** ..... **\$545** ..... **\$150**  
AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY

**New England** ..... **\$445** ..... **\$125**  
CT, ME, MA, NH, RI & VT

**Pacific Northwest** ..... **\$445** ..... **\$125**  
AK, ID, MT, OR & WA

**Southwest** ..... **\$445** ..... **\$125**  
AR, LA, OK & TX

Note: A processing fee will be incurred for all releases and images that are submitted and edited but not distributed.

<sup>†</sup> Image re-use is available for no charge within one year of purchase of a Premium photo. Premium images will auto-renew after the first year at a discounted rate of \$250.

<sup>‡</sup> Display on the Thomson Reuters sign in Times Square is provided through a partnership with Branded Cities.

1 2013 analysis by a leading professional services firm

## Multimedia Distribution Options

Engage your target audiences and share your brand story with your custom mix of multimedia content – from logos and photos, to infographics and YouTube videos – included with your news release.

### Video & Audio

Amplify engagement by adding video or audio and sharing your story with thousands of websites and media outlets.

**Basic ..... \$325**  
Increase engagement when you add audio or video to any US distribution option; files now render on up to 2,000 websites.

### Photo, Infographic & Other Images

Reach media, consumers and other audiences by sharing images via photo-only distribution points and thousands of websites and outlets.

**Basic ..... \$325**  
Add an image that will appear on up to 2,300 websites.

**Standard ..... \$495**  
Add a “pop” of publicity to Basic by displaying your image in Times Square.‡

**Premium ..... \$950**  
Boost awareness with all the benefits of Basic and Standard, plus distribution via AP Photo Express, image archive and reuse of image at no charge for one year.†

### Logos

Drive online brand awareness and ensure your company or product logo is highlighted with your message.

**Logo ..... \$495**  
Your logo will render on up to 2,300 websites, and will be archived with unlimited reuse at no charge for one year.†

### Add-Ons

**Add additional multimedia content to any package \$299**

**Times Square High Res Photo ..... \$250**  
Shot of your image displayed in Times Square.\*

## Public Interest Options

Target your important public affairs, legislative or philanthropy news to newsrooms and online audiences with our focused options.

400 Word News Release      Each Add'l 100 Words

**US1 Public Interest ..... \$795 ..... \$225**  
Our most comprehensive service for media covering public interest issues and current events, with full reach to print, broadcast and online media nationwide, plus saturation distribution in Washington via our DC Public Interest service.

**Top Public Interest Markets ..... \$575 ..... \$165**  
Distribution to major media nationwide, including the top daily newspapers in every state, TV/Radio stations in major media markets, wire service bureaus, national news magazines and saturation coverage in the nation’s capital via our DC Public Interest service.

**DC Public Interest ..... \$235 ..... \$70**  
Saturation coverage of print, broadcast and online media for the nation’s capital, including Washington and affiliated news bureaus of national, regional and international outlets, news services, newsweeklies, TV and radio networks, as well as local media.

## Social Media & Online Syndication

**WebMaxPlus ..... \$545**  
Drive maximum engagement with your online messages by distributing your content via our national online syndication network.

**SocialPost™ ..... \$99**  
Attract additional audiences and online searchers to your message by sharing your news via SocialPost’s curated, industry-specific feeds.

† Image re-use is available for no charge within one year of purchase of a Premium photo or logo. Images will auto-renew after the first year at a discounted rate of \$250.

‡ Display on the Thomson Reuters sign in Times Square is provided through a partnership with Branded Cities.

\* Available with Standard and Premium packages.

## ACHIEVE YOUR GOALS WITH MULTICHANNEL OPTIONS

### Branded Landing Pages & Microsites

Reach new audiences, boost website traffic, capture leads and gain earned media while highlighting your brand.

**Content Marketing Kit ..... \$1,950**  
Promote your content and drive engagement with online audiences through a branded landing page for your text, one image or video, a lead generation form and distribution via our online syndication network. Also includes: 5,000 guaranteed page views, Times Square display, a branded HTML email and social promotion.

**Multimedia News Release..... \$4,950**  
Connect with your target audiences by showcasing your multimedia content, program offers and contact points on a dedicated, branded landing page and distribution via PR Newswire’s online syndication, media and journalist network. Includes your text with six images/videos, a lead gen form, 10,000 guaranteed page views, online video distribution and all of the distribution channels in the Content Marketing Kit.

**Campaign Microsite ..... \$19,950**  
Take your campaign to the next level by showcasing your content on a custom, branded microsite. Includes text, 10 images/videos, a lead generation form, distribution to our online syndication, media and journalist network, plus 4 updates over 6 months. Your microsite also includes 15,000 guaranteed page views, 5,000 guaranteed video views and all of the distribution channels in the Multimedia News Release.

## Multicultural Distribution Options

Connecting your brand messages directly with various multicultural community media and audiences has never been more important, and our offerings can help you reach and target key markets.

400 Word News Release      Each Add'l 100 Words

### National Hispanic plus US1..... \$995 ..... \$265

Real-time distribution in English and Spanish to thousands of journalists and bloggers in the US and Puerto Rico, plus automatic posting on more than 165 influential Hispanic media sites. Pinpoint media distribution by category; reach print, TV, radio, cable/ satellite, blogs and social networking websites.

### Multicultural Markets ..... \$1,075 ..... \$260

Our most comprehensive multicultural service, reaching Hispanic, African American, Asian American and Native American media in the U.S., including hundreds of newspapers, magazines, national wire services, broadcast media, databases and websites. Includes translation into Spanish and Chinese.

### National Hispanic ..... \$595 ..... \$165

This provides guaranteed placement on more than 100 Hispanic news websites and portals as well as reach to TV, radio, newspapers and social networking media. Spanish translation included.

### Regional Hispanic ..... \$435 ..... \$110

NE, SE, Midwest or W/SW. Combination packages also available.

### North American Chinese ..... \$385 ..... \$115

Distribution to hundreds of Chinese language publications in the U.S. and Canada, with selected Chinese language websites in Hong Kong and Taiwan. Includes translation to Simple and Traditional Chinese.

### African American ..... \$315 ..... \$95

Distribution to key newspapers, magazines, national wire services, broadcast media, online services, databases and websites serving the African American market.



## International Distribution: Global Reach Built with Local Expertise

PR Newswire reaches more than 170 countries in more than 40 languages. Through our comprehensive network of news agency partners, broad-based proprietary distributions, and online sites PR Newswire gives your brand global visibility.

400 Word News Release      Each Add'l 100 Words

### Premier Global..... \$8,600 ..... \$2,150

US1, Canada Bilingual General Media, Full Latin America, Pan Europe, Pan Asia, Middle East, Israel, Essential Africa

*\*English, Czech, French, German, Polish, Russian, Slovak, Spanish, Portuguese, Chinese, Korean, Malay, Indonesian, Japanese, Urdu, Thai, Arabic, Hebrew*

### World General Media..... \$5,200 ..... \$1,300

US1, Canada Bilingual General Media, Full Latin America, Europe General News, Asian General Media

*\*English, French, German, Spanish, Portuguese, Simplified and traditional Chineses, Japanese, Korean, Thai, Bhasa Indonesian*

### North American General Media

#### Bilingual (Canada Bilingual + US1) .... \$1,075 ..... \$270

US1, Canada

*\*English, French*

#### Full Latin America ..... \$1,220 ..... \$305

Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico and Dominican Republic

*\*Spanish, Portuguese*

#### Europe General News..... \$1,965 ..... \$490

Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, UK

*\*English, French, German, Spanish*

#### Pan Europe ..... \$3,325 ..... \$830

Austria, Belarus, Bosnia and Herzegovina, Belgium, Bulgaria, Azerbaijan, Kazakhstan, Kyrgyzstan, Russia, Ukraine, Estonia, Croatia, Cyprus, Czech Republic , Denmark, Finland, France , Germany, Greece, Hungary, Iceland/Greenland/Faroes, Ireland , Italy , Latvia, Lithuania, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey and UK

*\*English, Czech, French, German, Polish, Russian, Slovak, Spanish*

#### Pan Asia ..... \$3,350 ..... \$850

Australia, China, India, Pakistan, Malaysia, Thailand, Indonesia, Hong Kong, Taiwan, South Korea, Japan Econo, Singapore

*\*English, Chinese, Korean, Malay, Indonesian, Japanese, Urdu, Thai*

#### US1 + China ..... \$1,200 ..... \$300

*\*Simplified Chinese*

## Targeting & Monitoring

Achieve your campaign goals with PR Newswire. Our suite of targeting and monitoring solutions can help you plan, earn and assess targeted attention for your programs.

### Agility ..... Call for a quote

Our Agility platform enables you to pinpoint important contacts for your campaigns, share your multimedia messages through the industry's largest network, and monitor and report on the effectiveness of your communication efforts. We have two options to fit your needs:

**Agility –** Identify influential contacts from our global database, share your story via our global distribution network, and report on the effectiveness of your communication efforts.

**Agility Plus –** Listen for topics generating buzz, pinpoint key contacts and audiences, share your messages via our global network, and report on the effectiveness of your programs and campaigns.

### MediaVantage ..... Call for quote

MediaVantage brings together print, broadcast, online and social media content into a single platform, where your team can collaborate on campaigns, monitor global media coverage of your brand and critical topics, and extract actionable insights with speed and ease.

### Hispanic Media Monitoring ..... Call for quote

Track media coverage for U.S. Hispanic outlets and Latin American print, broadcast and online news.

### Industry Microlists ..... Call for quote

Increase your potential reach by targeting journalists covering specific segments or industries with your national, regional or local distribution selection.

### Microlist Builder ..... \$49 list creation fee plus \$2/contact

Search our global media database and create a custom Microlist achieve your campaign goal.

### Broadcast E-Mail ..... Call for quote

Email distribution of your message to your proprietary list of contacts.

## Community & Media Resources

Position your company as the authoritative resource for your community, including media, consumers, professionals, investors and analysts

### ProfNet<sup>SM</sup> ..... from \$1,650

Gain more visibility for your campaign and spokespeople by tapping into a source for reporters looking for quotes and commentary from knowledgeable sources.

### MediaRoom ..... \$12,500 (\$3,000 setup fee)

Showcase and manage PR and marketing campaign content with our MediaRoom, a branded microsite that helps you drive interaction with media, clients and stakeholder communities. The fully hosted MediaRoom helps you organize your “content hub” and propel additional online visibility. Features include automatic posting of PR Newswire releases, mobile, social media and SEO tools, 20,000 emails/month and 5GB storage.

*Additional options for hosting broadcast and HD video content and other multimedia services are also available ..... Call for quote*

### News Archive ..... \$4,000 annually

Ensure that your site's information is always accurate, up-to-date and accessible. Includes automatic posting of news releases sent through PR Newswire, archive of news releases by year and RSS feed for visitors to your site.

### News Feed ..... \$2,000 annually

An automated feed of your news sent via PR Newswire through an XML web service which you can present in a variety of formats and locations.

## Trade Show & Events

Trade shows, conferences and events are a unique opportunity to tell your story to attendees – and media, analysts, investors and consumers.

### Online Press Kits

#### Micro ..... \$399

Upload of up to 3 documents,\* email distribution of releases to industry media, weekly and monthly traffic reports of your page, social sharing capabilities

#### Standard ..... \$699

Upload of up to 6 documents,\* email distribution of releases to industry media, streaming of company social media into the page, weekly and monthly traffic reports of your page, social sharing capabilities

#### Premium ..... \$999

Upload of up to 10 documents,\* email distribution of releases to worldwide media, streaming of company social media into the page, lead generation form, scrolling banner, weekly and monthly traffic reports of your page, social sharing capabilities

### Content Distribution Packages

#### National Exposure Package ..... \$1,299

Standard Online Press Kit plus one 800 word US1 distribution. Standard overages apply.

#### Web Visibility Package ..... \$800

Standard Online Press Kit plus one WebMaxPlus distribution.

\*Each additional document \$80

## MultiVu: Creative Production, Distribution & Media Strategy Services

When you need help with ideation and strategy to craft your story to motivate audiences – consumers, journalists, investors – to take action, turn to MultiVu, PR Newswire’s award-winning production, distribution and media strategy group. Our expert MultiVu team-members can produce and place compelling video and content across any channel, anywhere, that will inspire action from your audience and deliver results.

### Creative Services ..... Call for consultation

MultiVu Creative’s consultative and holistic approach helps you manage the creative process every step of the way. From concept development, scripting and storyboards, to complete animation or on-location shoots, and through post-production, our team of creative experts guide you all the way.

### Satellite, Radio and Blogger Media Tours ..... Call for consultation

Deliver your story to targeted audiences in television and radio markets, as well as to influential bloggers, across the country by consulting with MultiVu, the industry leader for satellite media tours (SMT) and radio media tours (RMT). With our focused, “one-stop-shop” approach, our experienced team of industry experts will work to develop the most effective strategy for your key messaging and story, helping you achieve your campaign objectives and ROI goals.

**Broadcast Co-op Media Tours** ..... from \$15,000  
**Audio News Release** ..... from \$7,850

### Strategic Media Placement ..... Call for consultation

Target audiences no matter where they are – and boost awareness for your brand messages, uncover new audiences and meet your communications goals when you work with MultiVu’s experienced strategic media placement and distribution team.

*Strategic TV placement on DirecTV, cable networks and local affiliates*

<i>Online Ad-words</i>	<i>In-Flight</i>	<i>In-Gas Stations</i>
<i>In-Hotels</i>	<i>In-Health Clubs</i>	<i>In-Cab</i>
<i>In-Movie Theaters</i>	<i>In-Doctors Offices</i>	<i>In-Airport</i>

### Public Service Announcements ..... Call for consultation

Direct attention to your cause with a customized Public Service Announcement (PSA) project developed, executed and hosted by MultiVu’s award-winning creative and media strategy teams.

## Vintage: Investor Relations & Compliance Services

From taking your company public through ensuring transparent shareholder communications and fulfilling regulatory requirements, Vintage, a division of PR Newswire, provides full-service, flexible offerings that are scaled to meet your needs..

### SEC filing (per page)

<b>HTML Conversion</b> .....	<b>\$14</b>
<b>Author’s Alterations (edits)</b> .....	<b>\$14</b>
<b>Conversion from PDF</b> .....	<b>\$22</b>
<b>Set New</b> .....	<b>\$22</b>
<b>Email Distribution of Proof</b> .....	<b>\$15</b>
<b>Convert paper filer to electronic filer (per registrant)...</b>	<b>\$25</b>
<b>SEC Live Filing Fee</b> .....	<b>\$149</b>

(only charged once per job, regardless of file size)

*We do not charge overnight fees or weekend rates. Rush charges may apply only within six hours of an SEC filing deadline.*

### XBRL Tagging and Filing ..... Call for quote

### Typesetting (per page)

<b>Initial typeset (text or tabular page)</b> .....	<b>\$40</b>
<b>Author’s Alterations (edits)</b> .....	<b>\$40</b>
<b>Desktop Publishing</b> .....	<b>\$50</b>
<b>Alteration (Desktop Publishing)</b> .....	<b>\$40</b>
<b>Insertion of basic chart or graphic</b> .....	<b>\$25</b>
<b>Chart/image digitized/merged/convert to postscript</b>	<b>\$50</b>
<b>Print-ready or Web-ready file</b> .....	<b>\$150 (per file)</b>

### Financial Printing ..... Call for quote

### Virtual Investor Conferences

Present your company’s message directly to thousands of potential investors through this dynamic, engaging virtual conference environment.

**30-minute presentation..... \$3,495**

### IR Webcasting

Quickly and easily communicate with key stakeholders using the power of webcasting.

<b>Audio Only Webcast from Conference Call</b> .....	<b>\$1,000</b>
<b>with Viewer-Controlled Slides</b> .....	<b>\$1,300</b>
<b>with Presenter-Controlled slides</b> .....	<b>\$1,750</b>

Customized, live, on-site Webcasting from meetings, investor days, and other events also available. .... **Call for quote**

### IR Room

IR Room provides you everything you need to share information with the media, investors and analysts. Create, upload and change content easily at any time, all without IT involvement.

<b>IR Room OTC</b> .....	<b>\$6,000</b>
<b>IR Room</b> .....	<b>\$12,500</b>
<b>IR Room with Webcasting packages</b> .....	<b>Call for quote</b>