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 pickup 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, and IR, shareholder and compliance communications officers – all designed to help brands and organizations reach and engage with consumers, investors and the media.

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, or individual asset.
- Members-only webinars on effectively leveraging your content and engaging with key audiences.
- Complimentary phone/webinar training for all major services.
- Consultation and proofreading of content by a skilled, professional editorial team.
- Online, email or phone support by our knowledgeable customer service team.
# Pricing Guide

## 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.

### NATIONAL

<table>
<thead>
<tr>
<th>Plan</th>
<th>400 Word News Release</th>
<th>Each Add'l 100 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>US1</td>
<td>$805</td>
<td>$245</td>
</tr>
</tbody>
</table>

End-to-end distribution, delivering your news to our most comprehensive U.S. media circuit, thousands of websites and investors, all while all while increasing online discoverability.

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.

<table>
<thead>
<tr>
<th>Plan</th>
<th>400 Word News Release</th>
<th>Each Add'l 100 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>US1 Social</td>
<td>$880</td>
<td>$245</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Plan</th>
<th>400 Word News Release</th>
<th>Each Add'l 100 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>US1 Industry Circuits</td>
<td>$805</td>
<td>$245</td>
</tr>
</tbody>
</table>

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

### STATE & LOCAL

<table>
<thead>
<tr>
<th>Location</th>
<th>400 Word News Release</th>
<th>Each Add'l 100 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Metro</td>
<td>$445</td>
<td>$140</td>
</tr>
<tr>
<td>New York State</td>
<td>$445</td>
<td>$140</td>
</tr>
<tr>
<td>New Jersey plus key NYC</td>
<td>$445</td>
<td>$140</td>
</tr>
<tr>
<td>All other state/local NYC</td>
<td>$350</td>
<td>$140</td>
</tr>
</tbody>
</table>

### REGIONAL & TOP MARKETS

<table>
<thead>
<tr>
<th>Plan</th>
<th>400 Word News Release</th>
<th>Each Add'l 100 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Markets</td>
<td>$575</td>
<td>$165</td>
</tr>
</tbody>
</table>

Target specific geographic areas that focus on your industry.

<table>
<thead>
<tr>
<th>Location</th>
<th>400 Word News Release</th>
<th>Each Add'l 100 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>$575</td>
<td>$165</td>
</tr>
<tr>
<td>CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT &amp; WV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southeast</td>
<td>$575</td>
<td>$165</td>
</tr>
<tr>
<td>AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN &amp; VA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td>$575</td>
<td>$165</td>
</tr>
<tr>
<td>IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD &amp; WI</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West/Southwest</td>
<td>$575</td>
<td>$165</td>
</tr>
<tr>
<td>AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA &amp; WY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New England</td>
<td>$475</td>
<td>$140</td>
</tr>
<tr>
<td>CT, ME, MA, NH, RI &amp; VT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pacific Northwest</td>
<td>$475</td>
<td>$140</td>
</tr>
<tr>
<td>AK, ID, MT, OR &amp; WA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southwest</td>
<td>$475</td>
<td>$140</td>
</tr>
<tr>
<td>AR, LA, OK &amp; TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington DC Region</td>
<td>$475</td>
<td>$140</td>
</tr>
<tr>
<td>DC, MD, VA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

1  2013 analysis by a leading professional services firm

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PR Newswire ranks #1 with journalists and bloggers as the most trusted news source and has 36,000 active PR Newswire for Journalists community members.
Multimedia Distribution Options

Amplify your engagement by including multimedia with your content. Your images, video, PDF and audio files will appear on up to 2,500 sites with your release.

<table>
<thead>
<tr>
<th>Multimedia Options</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image, Video, Audio</td>
<td>$325</td>
</tr>
<tr>
<td>PDF</td>
<td>$125</td>
</tr>
</tbody>
</table>

**IMAGE ADD-ONS**

<table>
<thead>
<tr>
<th>Add-On Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Times Square Display‡</td>
<td>$170</td>
</tr>
<tr>
<td>Display your photo in Times Square for an extra pop of publicity!</td>
<td></td>
</tr>
<tr>
<td>AP Photo Express</td>
<td>$170</td>
</tr>
<tr>
<td>Extend your reach to over 900 journalists and media outlets with AP Photo Express.</td>
<td></td>
</tr>
<tr>
<td>Image Archival†</td>
<td>$170</td>
</tr>
<tr>
<td>Archive your image for one year of unlimited reuse with your releases.</td>
<td></td>
</tr>
</tbody>
</table>

**LOGOS**

Drive brand awareness and ensure your company or product logo is highlighted with your message. Your logo will appear on up to 2,500 sites with your content, and will be archived for unlimited reuse at no charge for one year.†

<table>
<thead>
<tr>
<th>Logo</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$495</td>
</tr>
</tbody>
</table>

**ADDITIONAL MULTIMEDIA**

Add additional multimedia to any package ........ $299

**Social Media & Online Syndication**

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

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

Achieve Your Goals with Multichannel Options with Branded Landing Pages & Microsites

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

<table>
<thead>
<tr>
<th>Package Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content Marketing Kit</td>
<td>$1,950</td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>

| 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 generation 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. |

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

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

Public Interest Options

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

US1 Public Interest ............... $805 ............... $245
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 dailies, 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 ............... $350 ............... $140
Targeted delivery to print, broadcast and online media for the nation's capital, including Washington and affiliated news bureaus of national, regional and international outlets, news services, newswires, TV and radio networks, as well as local media.

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.

National Hispanic plus US1...... $995 ............... $290
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 US, including hundreds of newspapers, magazines, national wire services, broadcast media, databases and websites. Includes translation into Spanish and Chinese.

National Hispanic ...................... $595 ............... $180
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 ...................... $470 ............... $160
Northeast, Southeast, Midwest or West or Southwest. Combination packages also available. Spanish translation included.

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 into Simple and Traditional Chinese.

African American ..................... $325 ............... $100
Distribution to key newspapers, magazines, national wire services, broadcast media, online services, databases and websites serving the African American market.

Select State/Local Hispanic ...... $325 ............... $100
California, Florida, Texas, New York, Arizona, Illinois
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.

**Premier Global**

- **US1, Canada, Full Latin America, Pan Europe, Pan Asia, Middle East, Africa**
- **$8,700**
- **$2,200**
- English, Arabic, Chinese (Simplified and Traditional), Czech, French, German, Hebrew, Indonesian, Japanese, Korean, Malaysian, Polish, Portuguese, Russian, Slovak, Spanish, Thai, Vietnamese

**World General Media**

- **$5,000**
- **$1,300**
- US1, Canada, Full Latin America, Europe General News, Asia General News
- English, Chinese (Simplified and Traditional), French, German, Japanese, Korean, Malaysian, Portuguese, Spanish, Thai

**World Financial Markets**

- **$4,700**
- **$1,200**
- US1, Canada, Full Latin America, European Financial Markets, Asian Financial Markets
- English, Chinese (Simplified and Traditional), Dutch, French, German, Japanese, Portuguese, Spanish

**Pan Asia**

- **$3,500**
- **$900**
- Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand, Taiwan, Vietnam
- English, Chinese (Simplified and Traditional), Korean, Malaysian, Indonesian, Japanese, Vietnamese

**Full Latin America**

- **$1,500**
- **$400**
- Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico and Dominican Republic
- Portuguese, Spanish

**Pan Europe**

- **$3,500**
- **$900**
- Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland/Greenland/Faroes, Italy, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, UK
- English, Czech, French, German, Polish, Russian, Slovak, Spanish

**Pan Africa**

- **$1,500**
- **$400**
- Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Djibouti, DR Congo, Egypt, Equatorial Guinea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome & Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe
- English, Arabic, French

**US1 + Canada Bilingual**

- **$1,200**
- **$300**
- English, French

**US1 + UK**

- **$1,200**
- **$300**

**US1 + China**

- **$1,200**
- **$300**
- English, Chinese (Simplified)

Additional international options are available. Please contact your PR Newswire/Cision representative for more information.
Pricing Guide

Targeting & Monitoring

Achieve your campaign goals with PR Newswire and targeting and monitoring tools that can help you plan, earn and assess results for your programs.

**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.

**Broadcast E-Mail**  
**Call for quote**  
Email distribution of your message to your proprietary list of contacts.

Connect your brand with influencers and decision-makers on one unified platform with the new Cision Communication Cloud™

Make intelligent, real-time decisions to execute your communication strategy in a unified way across paid, owned and earned channels. Listen to media channels for trending topics. Target and build relationships with key influencers. Create an earned media and content strategy and engage audiences across channels. Finally, analyze performance and attribute impact.

Community & Media Resources

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

**ProfNet**  
**Call for quote**  
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.

**News Feed Bundle**  
**$5,000 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 with the addition of email alerts and categories. Keep your audience informed with automated email alerts. Organize your releases by categories to make it easier for your audience to navigate to your content.

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

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

Broadcast E-Mail  
Email distribution of your message to your proprietary list of contacts.

PR Newswire

PRICING GUIDE

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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**

<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Micro</td>
<td>$399</td>
<td>Upload of up to 3 documents,* email distribution of releases to industry media, weekly and monthly traffic reports of your page, social sharing capabilities</td>
</tr>
<tr>
<td>Standard</td>
<td>$699</td>
<td>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</td>
</tr>
<tr>
<td>Premium</td>
<td>$999</td>
<td>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</td>
</tr>
</tbody>
</table>

**CONTENT DISTRIBUTION PACKAGES**

<table>
<thead>
<tr>
<th>Package</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Exposure Package</td>
<td>$1,299</td>
<td>Standard Online Press Kit plus one 800 word US1 distribution. Standard overages apply.</td>
</tr>
<tr>
<td>Web Visibility Package</td>
<td>$800</td>
<td>Standard Online Press Kit plus one WebMax distribution.</td>
</tr>
</tbody>
</table>

**MultiVu: Creative Content, 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.

**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.

<table>
<thead>
<tr>
<th>Type</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Ad-words</td>
<td>In-Flight, In-Health Clubs, In-Gas Stations, In-Cab, In-Airport</td>
</tr>
<tr>
<td>In-Hotels</td>
<td>In-Movie Theaters, In-Doctors Offices, In-Airport</td>
</tr>
<tr>
<td>In-Movie Theaters</td>
<td>In-Hotels, In-Movie Theaters, In-Cab</td>
</tr>
<tr>
<td>In-Cab</td>
<td>In-Movie Theaters, In-Doctors Offices, In-Airport</td>
</tr>
</tbody>
</table>

**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.

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

*Each additional document $80
Pricing Guide

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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML Conversion</td>
<td>$14</td>
</tr>
<tr>
<td>Author's Alterations (edits)</td>
<td>$14</td>
</tr>
<tr>
<td>Conversion from PDF</td>
<td>$22</td>
</tr>
<tr>
<td>Set New</td>
<td>$22</td>
</tr>
<tr>
<td>Email Distribution of Proof</td>
<td>$15</td>
</tr>
<tr>
<td>SEC Live Filing Fee</td>
<td>$149</td>
</tr>
</tbody>
</table>

(only charged once per job, regardless of file size)
We do not charge overtime fees or weekend rates. Rush charges may apply only within six hours of an SEC filing deadline.

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.

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

Customized, live, on-site Webcast 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.

- IR Room OTC ............................................... $6,000
- IR Room .................................................. $12,500
- IR Room w/Webcasting packages ................. Call for quote

For more than 60 years PR Newswire has been recognized as the most authoritative source of news and information, delivering comprehensive and targeted influencer and audience attention, while providing the best customer service in the industry. Talk to us today to learn how we are proven to help our clients achieve superior media pick up vs. competitors, greater visibility on major news and media sites, and consistently higher, above-the-fold search engine results.