

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.



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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, 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.

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

400 Word News Release Each Addtl 100 Words

NATIONAL

US1 \$805 \$245

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.

US1 Social \$880 \$245

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.

US1 Industry Circuits \$805 \$245

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



PR Newswire ranks #1 with journalists and bloggers as the most trusted news source¹ and has 36,000 active PR Newswire for Journalists community members.

STATE & LOCAL

New York Metro \$445 \$140

New York State \$445 \$140

New Jersey plus key NYC \$445 \$140

All other state/local options \$350 \$140

REGIONAL & TOP MARKETS

Top Markets \$575 \$165

Target specific geographic areas that focus on your industry.

Northeast \$575 \$165

CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT & WV

Southeast \$575 \$165

AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN & VA

Midwest \$575 \$165

IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI

West/Southwest \$575 \$165

AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY

New England \$475 \$140

CT, ME, MA, NH, RI & VT

Pacific Northwest \$475 \$140

AK, ID, MT, OR & WA

Southwest \$475 \$140

AR, LA, OK & TX

Washington DC Region \$475 \$140

DC, MD, VA

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

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.

Image, Video, Audio \$325

PDF \$125

IMAGE ADD-ONS

Times Square Display† \$170

Display your photo in Times Square for an extra pop of publicity!

AP Photo Express \$170

Extend your reach to over 900 journalists and media outlets with AP Photo Express.

Image Archival† \$170

Archive your image for one year of unlimited reuse with your releases.

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.†

Logo \$495

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.

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.

† 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.

400 Word News Release Each Add'l 100 Words

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 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 \$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, newsweeklies, 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.

400 Word News Release Each Add'l 100 Words

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.

	400 Word News Release	Each Add'l 100 Words		400 Word News Release	Each Add'l 100 Words
Premier Global	\$8,700	\$2,200	Pan Asia	\$3,500	\$900
US1, Canada, Full Latin America, Pan Europe, Pan Asia, Middle East, Africa			Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand, Taiwan, Vietnam		
† English, Arabic, Chinese (Simplified and Traditional), Czech, French, German, Hebrew, Indonesian, Japanese, Korean, Malaysian, Polish, Portuguese, Russian, Slovak, Spanish, Thai, Vietnamese			† English, Chinese (Simplified and Traditional), Korean, Malaysian, Indonesian, Japanese, Vietnamese, Thai		
World General Media	\$5,000	\$1,300	Full Latin America	\$1,500	\$400
US1, Canada, Full Latin America, Europe General News, Asia General News			Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico and Dominican Republic		
† English, Chinese (Simplified and Traditional), French, German, Japanese, Korean, Malaysian, Portuguese, Spanish, Thai			†Portuguese, Spanish		
World Financial Markets	\$4,700	\$1,200	Pan Africa	\$1,500	\$400
US1, Canada, Full Latin America, European Financial Markets, Asian Financial Markets			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, Chinese (Simplified and Traditional), Dutch, French, German, Japanese, Portuguese, Spanish			†English, Arabic, French		
Pan Europe	\$3,500	\$900	US1 + Canada Bilingual	\$1,200	\$300
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, French		
†English, Czech, French, German, Polish, Russian, Slovak, Spanish			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.

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.

ProfNetSM 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.

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 WebMax distribution.

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.

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

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

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)

HTML Conversion	\$14
Author's Alterations (edits)	\$14
Conversion from PDF	\$22
Set New	\$22
Email Distribution of Proof	\$15
SEC Live Filing Fee	\$149

(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
Disclosure Management Solution w/XBRL	Call for quote

TYPESETTING (PER PAGE)

Initial typeset (text or tabular page)	\$40
Author's Alterations (edits)	\$40
Desktop Publishing	\$50
Insertion of basic chart or graphic	\$25
Print-ready or Web-ready file	\$150
(cost per file)	
Hardcopy 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
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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 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.

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

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