

# INVITATION TO ADVERTISE in PR News' All-Stars Issue

PRNews  
**PR People**  
Awards

A Salute to the Top PR Professionals of the Year

Coming November 10, 2008

Ad Sales Close: October 16, 2008

Materials Close: October 20, 2008

Event Date: November 6, 2008

Celebrate the best in PR and congratulate the PR professionals who have made extraordinary contributions to the profession. The PR News "All-Stars" have the right combination of dedication, passion, creativity and proven success. This is the perfect venue for you to be side-to-side with the best. Promote your service and brands to the thousands of readers who read and re-read this issue year-round. Or congratulate your peers on their success.

### What will be in the issue?

PR News' All-Stars Issue will profile the Top PR People of 2008 and serve as a users guide to PR departments of all sizes and missions. Our award-winning writers profile the PR Leaders from all communication areas of the PR discipline, from media relations to public affairs. And we'll salute the class of 2008 Hall of Fame honorees – a lifetime achievement award for pioneers in the PR field.

### Why advertise in this special issue?

No other trade publication will provide you with such high-caliber readership coupled with executive-level coverage. The All-Stars Issue will be a 4-color special issue of PR News that will be referenced by executives and their teams year-round. The issue will reach C-suite executives & communicators online & in print.

### PR News Special Issue Advertising Rates:

2-Page Spread .....	\$8,000
Back Cover .....	\$4,900
Inside Front Cover .....	\$3,900
Inside Back Cover .....	\$3,900
Full Page .....	\$3,300



The PR News PR People Awards Luncheon will be held at the National Press Club in Washington, DC on November 6. The All-Stars Issue will be published and pre-released at the luncheon, reaching more than 300 PR decision makers that day, and more than 60,000 via print and electronic distribution the week of November 6.

If you have a service to share or an announcement to make to top PR decision-makers, this is the venue to get your message read and acted upon! Reserve your space today.

Contact Vice President & Group Publisher Diane Schwartz at 212-621-4964; dschwartz@accessintel.com.

Secure your space by October 16.

