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## PR News' Platinum PR Issue

Coming October 16, 2006

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**CELEBRATE THE BEST IN PR** and congratulate your clients and colleagues in the issue showcasing the best practices in public relations. Promote your service and brands to the thousands of readers who read and re-read this issue year-round.

*PR News'* Platinum PR Issue profiles the top PR campaigns of the year. In the spirit of *PR News'* mission of providing straight-up, no-fluff coverage, the Platinum PR issue serves as a users guide to PR departments of all sizes and missions. Our award-winning writers profile the top innovative campaigns, the smartest communications initiatives and the people behind them, and much more, covering everything from crisis management to new product launches.

**Why advertise in this special issue?** No other trade publication will provide you with such high-caliber readership coupled with executive-level coverage. The Platinum PR Issue will be a 4-color special issue of *PR News* that will be referenced by executives and their teams year-round.

### PR News Special Issue Advertising Rates:

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The *PR News* Awards Luncheon will be held at the Grand Hyatt in Manhattan on Oct. 18. The *PR News* Platinum PR Issue will be published and pre-released at the luncheon, reaching more than 300 PR decision makers that day, and more than 50,000 via print and electronic distribution the week of October 18.

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 301-354-1761; [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com)