

Celebrate PR Success

PR News' Platinum PR Issue

Coming October 6, 2008

Ad Sales Close: September 16, 2008
 Materials Close: September 19, 2008
 Platinum Event: October 2, 2008

CELEBRATE & CONGRATULATE THE BEST IN PR in the much-anticipated *PR News* special 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 or congratulate the winning campaign teams.

This issue profiles the winners of the Platinum PR awards, the industry's highest honor. 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.

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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:

Color Ads

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



The *PR News* Awards Luncheon will be held at the Grand Hyatt in New York City on Oct. 2. 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 60,000 via print and electronic distribution the week of October 2 with Bonus distribution at the PRSA Annual Conference and *PR News'* Digital PR Summit

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