

# 15 PR News to Watch



## Invitation to Advertise in PR News' All-Stars Issue

A salute to 15 young PR stars at Corporations and Nonprofits and 15 at PR Firms

**CELEBRATE** the budding PR leaders and creative practitioners who have made extraordinary contributions to the profession early in their careers! These PR up-and-comers exude wisdom beyond their years, and they all share a dedicated work ethic and a keen understanding of the nuances of the profession. Align yourself with the best who are sure to have more to show in the upcoming years! 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.

Coming December 1, 2009  
 Ad Sales Close Date: October 30, 2009  
 Materials Close Date: November 13, 2009  
 Event Date: December 1, 2009

### What will be in the issue?

PR News' All-Stars Issue profiles the 15 to Watch plus the PR People Award winners, serving 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 2009 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. ***This issue will reach more than 100,000 C-suite executives and communicators, online and in print.***

**PR News Special Issue Advertising Rates:**  
 4-color, full-page ads:  
 Spread \$6,100  
 Back Cover \$3,900  
 Inside Front Cover \$3,700  
 Inside Back Cover \$3,700  
 Full Page \$3,300



The PR News 15 to Watch and PR People Awards Luncheon will be held at the National Press Club in Washington, DC on December 1. 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 100,000 via print and electronic distribution the week of December 1.

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@accessintl.com. **SECURE YOUR SPACE BY OCTOBER 30!**