

PR News' Platinum PR Issue

Coming in October

Ad Sales Close: October 9, 2009
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Publication Date: October 21 (pre-release); October 26
Full Release Platinum PR Event: October 21, 2009

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. This year we are also saluting The Best Places to Work in PR. Align yourself with the top campaigns and PR departments by being a Platinum Sponsor, which includes:

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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. The issue will also feature the winners of the Top Places to Work in PR.

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. Our readers are mid to senior-level communications professionals at corporations, nonprofits, government organizations and PR firms.

PR News Special Issue Advertising Rates:

Color Ads

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** all rates include banner and text advertising. To Sponsor the Platinum PR Awards Luncheon, contact Diane Schwartz; dschwartz@accessintel.com*



The PR News Awards Luncheon will be held at the Grand Hyatt in New York City on October 21, 2009. The Platinum PR Issue will be pre-released at the luncheon, reaching more than 300 PR decision makers that day, and more than 80,000 via print and electronic distribution the week of October 21 with Bonus distribution at industry events including PR News' Digital PR Summit in NYC on October 22 and the How-To Conference on December 3 in Washington, DC.

If you have a service to share, an announcement to make to top PR decision makers or want to congratulate your team members or partners, this is the venue to get your message heard and acted upon! **Reserve your space today.** Contact Vice President & Group Publisher Diane Schwartz at 212-621-4964; dschwartz@accessintel.com