

# Are You a Leader in Corporate Social Responsibility?

...Then You Should Be a Part of the Year's *Only* Special Issue Dedicated to CSR

**PR News' CSR Awards Special Issue:** March 1 w/ special distribution at the CSR Awards luncheon on Feb. 24 at the National Press Club

**Ad Sales Close:** February 9, 2010

**Material Close:** February 13, 2010

## Advertising & Sponsorship Opportunities

PR News' CSR Awards Issue showcases the top CSR communications campaigns and CSR leaders. Including profiles of the winners of the 2010 PR News CSR Awards program, this special report serves as the essential guide for PR professionals looking for strategies, ideas and connections with the thought-leaders in CSR.

### Why advertise in this special issue?

No other trade publication will provide you with such high-caliber readership coupled with top-notch editorial content. The CSR Awards issue will be referenced by PR teams year-round. Coverage includes the leaders in CSR reporting, philanthropy, employee relations, diversity communications, human rights communications and community affairs.

### Who will read this special issue?

The PR News CSR Awards Luncheon will be held at the National Press Club in Washington, DC on February 24. The CSR Special 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 March 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.

The PR News CSR Awards Luncheon will be held on February 24, 2010 at the National Press Club in Washington, DC. The CSR Awards Issue will be distributed at this event and then mailed to PR News readers and distributed electronically to 100,000 additional communications executives.

### What type of exposure can I have if I sponsor the CSR Awards Luncheon in addition to advertise?

In addition to your ad in the CSR Awards Issue, sponsors have the opportunity to distribute materials at the event, offer giveaways or a raffle, give brief remarks to the audience, receive verbal recognition of sponsorship status, and the attendee list for future marketing efforts and more.



### Ad & Sponsorship Rates

Full-Page B&W Ad	\$2,200
Half-Page B&W Ad	\$1,300
Sponsorship of Awards Luncheon	Contact Diane Schwartz

To secure your space in this awards issue, contact PR News Publisher Diane Schwartz at [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com); 212-621-4964.