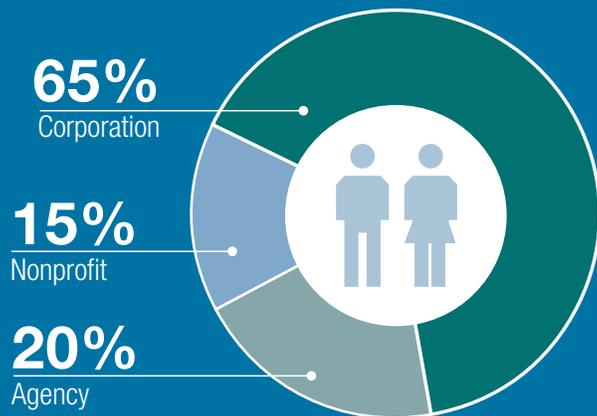


# PRNews

PR News is a go-to source that serves the communications, marketing and digital communities at corporations, agencies and nonprofits.

## Who's Our Audience?



**55%** Senior-Level

**30%** Mid-Level

**15%** C-Suite

Our website averages

**70,000**  
UNIQUE MONTHLY VISITS

Our email database has

**150,000+**  
COMMUNICATIONS, MARKETING  
AND SOCIAL MEDIA  
PROFESSIONALS

Live events bring together

**250+**  
QUALIFIED ATTENDEES

## How Can I Engage?

Position your brand as a thought leader in the space through:

Event Sponsorships

Digital Sponsorships

Advertising

Content Marketing

### Organizations Subscribed to PR News:

20th Century Fox

Aflac

American Heart Association

Discover Financial Services

ESPN

Ketchum

IBM

Mercedes Benz

NBC Universal

Peppercomm

The Walt Disney Company

UN Foundation

United Way

Viacom

# Event Sponsorships

Below is a list of 2018 events:

## January

- Top Women in PR Awards Luncheon, January 23, New York City, NY
- Social Shake-Up Show Movers & Shakers Call for Entries

## February

- The DigiComm Summit, February 22-23, Huntington Beach, CA

## March

- Agency Awards Call for Entries
- PR News Workshop and Spring Awards Luncheon honoring CSR and Nonprofit Awards, March 20, Washington D.C.

## April

- PR Measurement Conference in Philadelphia, PA
- Social Shake-Up Awards Call for Entries

## May

- The Social Shake-Up Show, May 7-9, Atlanta, GA
- Platinum PR Awards Call for Entries

## June

- Top Places to Work Call for Entries

## July

- Digital PR Awards Call for Entries
- PR News Boot Camp in New York City, NY

## August

- The DigiComm Summit in San Francisco, CA
- Top Women Awards Call of Entries

## September

- PR People Awards Call for Entries
- Platinum PR and Agency Elite Awards Luncheon in New York City, NY

## October

- CSR Call for Entries
- PR Boot Camp in New York City, NY

## November

- Nonprofit Call for Entries

## December

- The DigiComm Summit in New York City, NY
- PR People Awards Luncheon in New York City, NY

Sponsoring a PR News event positions your brand as a thought leader on the topics that impact the industry most including measurement, crisis management, social media, SEO, and digital PR.



## BENEFITS INCLUDE:

- Speaking opportunity for your executive
- Booth to display your sponsorship materials in a high foot traffic area
- 2 complimentary registration passes for your staff
- Provision of the attendee list with full contact information
- Face time during the event where you'll have the chance to raffle off an item
- Networking opportunities with attendees
- Full-page ad in the attendee workbook
- "5 Things You Didn't Know" list about your company
- Shout-outs on social media and on stage at the event
- Your logo on all marketing and event materials

# Web and Print Advertising

PR News' website attracts 70,000 unique visitors per month and more than 200,000 page views. Online advertising options include:

## Per month options or packages for rotating banner ad

The PR News Membership includes a weekly newsletter read by more than 5,000 communications professionals worldwide per month; 55% corporate, 25% agency; 20% nonprofits/associations/other. The number of ads per issue are limited to a maximum of three, so your message is uncluttered and reaches the key decision makers, who pay an annual \$1,295 subscription fee.

## Regular issue of advertising (every Tuesday)

- Full-page, Four-color Ad
- Half-page, Four-color Ad



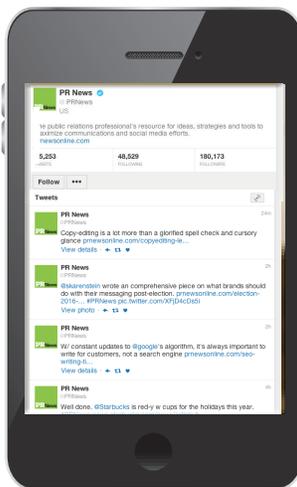
# Email Blasts

PR News has an audience of 150,000+ communicators always looking for ways to learn and advance their careers. Sponsor an email blast and you'll get to:

- Generate leads, increase website traffic and present your brand as a thought leader in the industry
- Increase enrollment in your communication, marketing and digital media programs
- Conduct an A/B split to test different messaging
- Choose your reach
- Generate leads
- Customize your messaging

# Social Media Marketing

Engage with our audience of over 280,000 public relations, marketing and communications professionals on Facebook, Twitter, LinkedIn and Instagram.

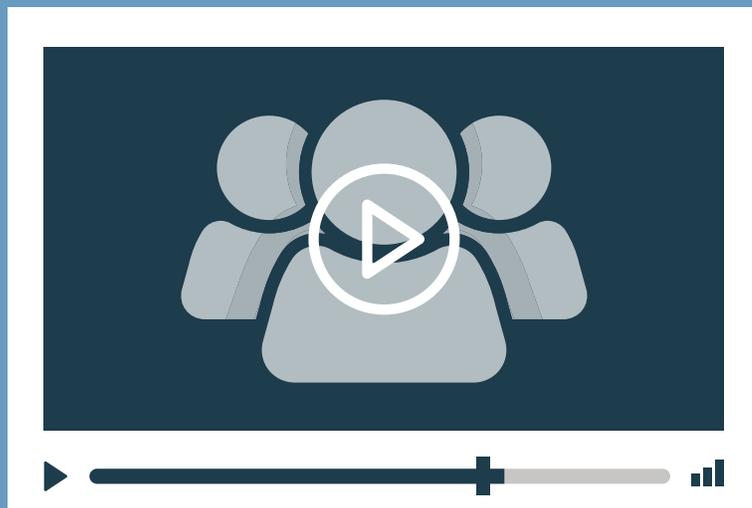


# Eletter advertising

- The Skinny from PR News (weekly): text ad; premier banner ad spot; limited to one banner ad and two text advertisers per issue
- Job Seeker E-Letter (bi-weekly): text ad or banner ad spot; limited to one advertiser per issue

## Webinar Sponsorship

PR News holds 15-20, 90-minute webinars each year. Attendees pay \$399 per site location to attend the virtual workshops, with an average attendance of 80 viewers per webinar.



## Guidebooks

PR News is the premier publisher of how-to guidebooks through its PR Press store featuring topics on Google, writing, visual storytelling, measurement, social media, media training, crisis management and more. Sponsors receive a four-color, full-page ad on one of the three covers and a chapter pre-approved by the publisher.



## Gamification & Content Marketing

Use an engaging quiz or co-branded survey to gain hundreds of leads in the communications industry. Surveys are emailed to over 150,000 communicators and marketers during the four-week promotion cycle and promoted on the website as well as in PR News. The number of co-branded surveys are limited to one per month, and slots book quickly.

## Special Reports and White Papers

Sponsorships of special reports and white papers allows your organization reinforce its thought leadership on different topics areas.

## Contact Us

### ADVERTISING INFORMATION

**Katie Sullivan**

Sales Director

ksullivan@accessintel.com

### GENERAL INQUIRIES

**Jessica Placencia**

Marketing Manager

jplacencia@accessintel.com

301-354-1641

### EDITORIAL IDEAS

**Steve Goldstein**

Editorial Director

sgoldstein@accessintel.com

212-621-4890

### SPEAKER IDEAS

**Sophie Maerowitz**

Content Manager

SMaerowitz@accessintel.com

212-621-4693