

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 Issue: March 24, 2008

Ad Sales Close: March 7, 2008

Luncheon: March 19, 2008, National Press Club in Washington, DC

Advertising & Sponsorship Opportunities

PR News' CSR Awards Issue showcases the top CSR communications campaigns and CSR leaders. Including profiles of the winners of the 2007 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 CSR Special Issue will reach more than 7,000 PR professionals who read PR News, more than 50,000 communicators via a PDF email blast and the attendees of the March 19 awards luncheon. Together, your message will reach nearly 60,000 communicators worldwide.

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 Awards Breakfast will be held on March 19, 2008 at the National Press Club in Washington, DC. The PR News CSR Awards issue will be distributed at this event, and then mailed to PR News readers and distributed electronically to 50,000 additional communications executives.

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

In addition to your ad in the special 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.



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Sponsorship of Awards Luncheon	Contact Diane Schwartz
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To secure your space in this awards issue, contact PR News Publisher Diane Schwartz at dschwartz@accessintel.com; 212-621-4964.