

You are invited to partner with PR News in 2008 on these high-caliber programs that serve the PR community.

PR News is the most trusted brand in the industry, offering a wide range of resources for communicators, from publications to award programs to networking events to workshops to online community opportunities. PR News offers limited sponsorship opportunities online, in print and in-person, so please reserve your space early. Consider these outstanding lead generation, branding and business building opportunities:

Event Sponsorship (New in 2008!)

Media Relations Next Practices Summit

To be held in Fall 2008 in New York City. This will be a one-day high-impact, information packed day of learning and networking, presented by PR News, with fast-paced panels and 20+ speakers. Summit is limited to 6 sponsors. PR News will offer creative thought-leadership opportunities at this one-day event, expected to attract between 150-250 PR professionals. Sponsorship includes provision of attendee list, logo on all marketing materials in print and online, exposure through press releases, co-branded opportunities and more.

The PR News Media Relations Next Practices One-Day Summit will be the year's most relevant media relations training and networking event.

Awards Sponsorships: Awards/Events/Special Issues

PR News receives more than 5,000 entries per year in its awards programs. Sponsorship includes full benefits, from logo on all marketing collateral reaching more than 100,000 PR and marketing professionals, provision of entrant and attendee lists to unparalleled event exposure. Additionally, as a sponsor you receive a full page four color ad in the special issue distributed at the event and to all PR News readers. Consider sponsorship of these important benchmark programs:

- Corporate Social Responsibility (spring 2008 event + special issue)
- Platinum PR (call for entries Feb 08; fall event + special issue)
- PR People (call for entries March 08; fall event + special issue)
- Nonprofit PR (call for entries spring 08; winter event + special issue)

Number of sponsorships per awards program is limited. Each sponsor receives tailored package that can include category specific sponsorship, cover position in special issue, podium exposure, unique distribution opportunities and more.

WWW.PRNEWSONLINE.COM

For rate information and to book your program, contact
Group Publisher, Diane Schwartz at dschwartz@accessintel.com; 212-621-4964

Webinar Sponsorships

PR News holds 12 to 15 Webinars per year. Attendees pay nearly \$300 per site to attend the 90-minute virtual workshops, with average attendance of 100 sites (350-500 attendees per webinar). Sponsorships are exclusive for each webinar, and benefits include unparalleled exposure via marketing to 60,000 PR professionals, online and print promotions, provision of attendee list, and a moderating role if desired.

Webinar Topics for 2008:

Jan 23: Product Launch

Feb 20: Measurement (SOLD)

March 11: Digital PR

March 31: TBD

April 24: Search Marketing for PR

May 21: Corporate Social Responsibility

June 25: Measurement

July 23: Crisis Management

Aug 20: Media Training

Sept. 17: Digital

Oct. 2: Measurement

Oct. 30: Product Launch

Nov. 18: TBD

Dec. 9: SEM

Print Advertising in PR News

PR News is a weekly publication read by more than 25,000 communications professionals worldwide; 55% corporate, 30% agency; 15% nonprofits/associations/other. PR News limits the number of ads per issue to 3 maximum, so your message is uncluttered and reaches the key decision makers, who pay \$695 per year for PR News.

Regular issue advertising (every Monday)

- Full page black & white ad
- Half page black & white ad
- Quarter page b&w

Special issue advertising (full page 4-color ad):

- CSR Special Issue (march)
- Media Relations Issue (may)
- Platinum PR Issue (oct)
- All-Stars Issue (PR People) (nov)
- Nonprofit PR Issue (dec)

WWW.PRNEWSONLINE.COM

Online: Web and eletter Advertising

PR News' Web site – www.prnewsonline.com – attracts more than 18,000 unique visitors per month and more than 200,000 page views. The PR News eletters are delivered to more than 60,000 PR and marketing professionals worldwide.

Banner advertising:

- Rotating Banner ad
- Static Box ad on home page

Eletters:

Tap into our database of more than 60,000 PR professionals who read the PR News eletters.

- The Skinny from PR News (weekly): Text ad; premier banner ad spot; limited to 3 advertisers per issue.
- PR News Alerts (monthly): Premier banner ad spot – one advertiser per issue
- Dedicated email blasts: Email blast to 60,000 PR professionals

Special Section Advertising at prnewsonline.com:

Exclusive sponsorship of these online channels (banner ad at top of these pages and exclusive sponsorship tag with sponsor giveaway such as white paper):

- PR Job Center
- CSR Channel
- Media Relations Channel
- Measurement Channel
- College Guide (launching Q1 2008)

Co-Branded Editorial Surveys

Co-branded editorial surveys with PR News are emailed to 60,000 communicators twice during the 4-week promotion cycle and promoted on prnewsonline.com. Results are covered in PR News and online. Outstanding thought leadership and lead generation opportunity. PR News limits number of co-branded surveys to one per month, and slots book quickly. Content for survey is mutually agreed upon by PR News editorial staff and sponsor to ensure quality responses and follow-up coverage.

PR News Guidebooks Sponsorship Opportunities

PR News is the premier publisher of how-to guidebooks through its PR Press. These guidebooks are 200+ pages filled with tactical and strategic advice on the most critical PR topics. Sponsors receive a full-color full page ad on one of the 3 covers of the book and a chapter in the book pre-approved by Publisher. Following are the books planned for 2008:

- CSR and Green PR Guidebook
- Media Training
- Measurement
- Crisis Management
- Digital PR

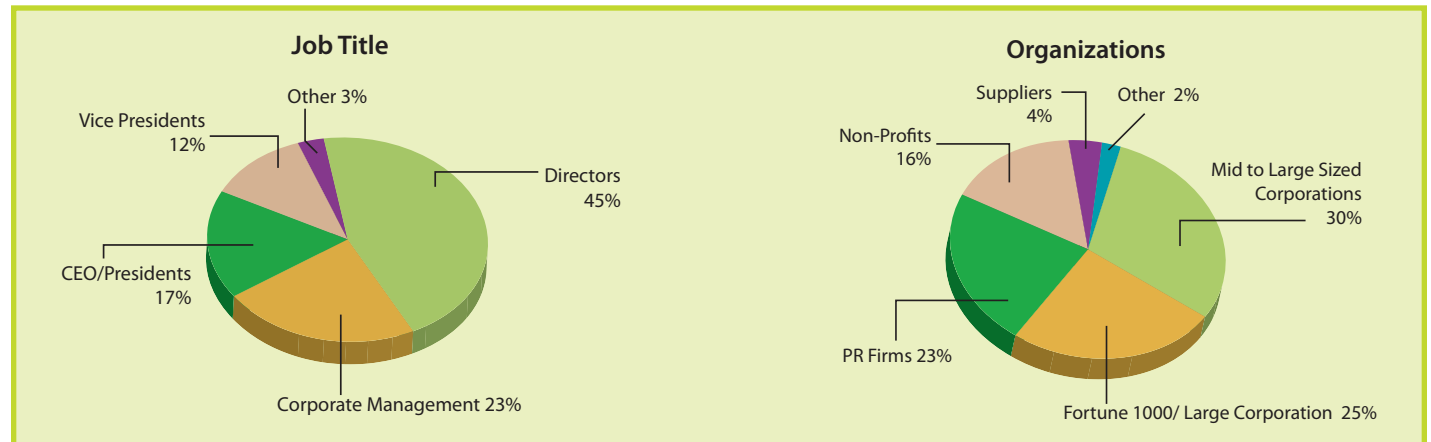
WWW.PRNEWSONLINE.COM

For rate information and to book your program, contact
Group Publisher, Diane Schwartz at dschwartz@accessintel.com; 212-621-4964

PRNews 2008 MEDIA PLANNER

When you advertise with PR News you are assured of reaching decision-makers at Fortune 1000 companies, PR agencies, non-profits and industry-influencing associations. Our readers are from market sectors such as financial, healthcare, technology, government, energy, manufacturing, telecom, media, education and travel.

Our Readers:



The majority of PR News readers have a minimum of 12 years communications experience.

Sample Of Organizations Who Read PR News

CORPORATIONS

- Communications Director, CVS Corporation
- Director of Public Affairs, Procter & Gamble
- VP/ Corporate Communications, Washington Post
- Senior Marketing Communications Manager, Bell Atlantic Wholesale
- PR Director, Anheuser Busch
- VP/Communications, BAE Systems
- SVP/Public Affairs, Coca-Cola
- PR Manager, Exxon Mobil
- VP/Corp Communications, GAP

AGENCIES

- Director, Burson Marsteller
- VP, Porter Novelli
- Media Relations Specialist, The Packett Group
- Director, Cramer-Krasselt
- Director, Burson-Marsteller
- VP/Group Head, Edelman Public Relations Worldwide
- General Manager, BSMG Worldwide
- Director, Ketchum
- Senior Account Supervisor, R&R Partners
- Director, BSMG Worldwide

NON-PROFITS

- Director Media Relations, AARP
- Media Relations Director, NRA
- Senior Public Relations Specialist, Freddie Mac
- Director of Public Relations, American Gas Association
- Director, Office of Public Affairs, National Governors' Association
- Director of Communications, National Public Radio
- Director, National Association of Realtors
- Director of Communications, American Psychiatric Association
- Director of Public Relations, Association of Flight Attendants
- Director, Recording Industry Association
- Director of Communications, American Red Cross

WWW.PRNEWSONLINE.COM

PARTNER WITH US NOW.

Contact Diane Schwartz at dschwartz@accessintel.com; 212-621-4964