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Deadline for materials Wed., Nov. 30, 2016

If you would like to be listed in O'Dwyer's 2017 PR Buyer's Guide, which will be published in the January 2017 issue of O'Dwyer's magazine, provide your information on this form. O'Dwyer's magazine is read by more than 10,000 PR professionals each month and is now in its 30th year. Your entry will also appear on PR's No. 1 website, odwyerpr.com, for the rest of 2016 and throughout 2017. This is where communicators shop online for services and products and it is the one web database you need to be part of. odwyerpr.com averages 68,000 visits per month. Basic listing cost is \$25 per category (each additional category is \$20). Feel free to suggest a new one.

Name of Firm \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_ E-mail \_\_\_\_\_

Staffers \_\_\_\_\_

Categories \_\_\_\_\_

For \$225 more, you can add to your listing 75 words describing the unique nature of your product or service and a color logo. This enhanced listing also comes with a subscription to O'Dwyer's magazine (\$60 value).

75-word description (each additional 40 words is \$125) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PR Buyer's Guide Categories

(Use separate sheet if necessary)

- Annual Reports/Design/Branding
Associations
Awards
Books
Broadcasting Monitoring Services
Camera-Ready Releases
Celebrities
Clipping Services
Content Marketing
Conventions/Conference Planners
Copywriters
CPA/Consulting Services
Crisis Management
Directories
Directory Publishers
Editorial Distribution & Services
Education
Elec. Newsfeeds/Satellite Svcs.
Employment Services
Executive Search
Fulfillment
Graphic Services
Integrated Marketing & PR
Interactive/Multimedia Services
Management Consultants
Measurement & Evaluation
Media Lists
Media Monitoring
Media Tours/ Roadshows
Media Training
Mergers & Acquisitions
Newsletters
Newswires/Press Services
Photo Distribution
Photographers/Stock Photo
Press Release Distribution
Printing
Promotions
PR Networks
Public Service Announcements
Radio
Research
Satellite Media Tours
Search Engine Optimization
Social Media
Software
Speakers Services (Talent)
Special Events
Speechwriting
Television (TV) Production
Translation Services
Video
Webcasting
Website Development

\$25 basic listing in O'Dwyer's PR Buyer's Guide and on odwyerpr.com (each additional category is \$20).

\$250 enhanced listing in O'Dwyer's PR Buyer's Guide and on odwyerpr.com (each additional category is \$200). Includes one-year subscription to O'Dwyer's monthly magazine (\$60 value). Magazine will be sent upon receipt of payment.

Logo for the printed guide can be no larger than 2.25 x 1 inches. Send a high-res (300 dpi), CMYK JPG, TIF or EPS file to john@odwyerpr.com.

Listing approved by \_\_\_\_\_

Signature \_\_\_\_\_

Phone or E-mail \_\_\_\_\_

Check Enclosed Charge Visa/MC/Amex

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Signature \_\_\_\_\_

Need Help? Melissa Werbell, Director of Research, 646/843-2082 or melissa@odwyerpr.com
Form may be faxed to 212/683-2750