

Introductory offer:

Join O'Dwyer PR's New Business Council

Let O'Dwyer's help you to expand your PR firm locally, nationally and globally

A \$300 membership includes all of these great features:

Milton Public Relations Strategies

Milton Public Relations Strategies

271 Madison Ave., Suite 600,
New York, NY 10016
212/679-2471; fax: 212/683-2750
info@miltonpr.com; www.miltonpr.com

Consumer, financial, tech PR.
Employees: 12. Founded: 1972.

Agency Statement: Media-oriented Milton PR will give you an extra set of eyes and ears on your competitive environment and win you important recognition in the key media that will reach your customers. Our staffers are in daily contact with a host of general and trade media reporters, checking on word-of-mouth about our clients and their products and getting advance word of opinion-forming articles and features in media.



Christine Milton, Chair/CEO

We'll bring you a steady stream of ideas to increase the visibility of your company and at low cost compared to print and broadcast advertising. We will bring you an integrated program that will use all forms of communications. You'll find reporters consider us to be a dependable source of information and help and that they rely on us to bring them good stories.

We'll help you to put your newsworthy material in a form that will get their attention. Our key staffers have decades of experience in our three specialty areas--consumer, financial and technology.

Give us a chance to visit you and come up with some sample ideas for your business at no charge. Milton PR Strategies operates both nationally and internationally through membership in a worldwide network of major PR firms.

Christine Milton, chair and CEO; Fritz Carlson, executive VP; Ludwig Oppenheimer, George Smith, Brenda Nowling, Lucille Ridge, Hamlet Cohen, Joseph Bloomberg, VPs; Rita Corbin, Henry Holt, Jacob Westmeyer, A/Es

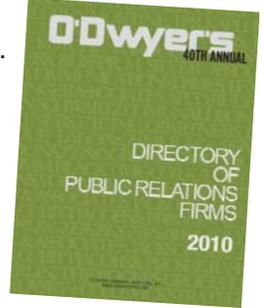
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44-171-594-2123; fax: 44-171-449-2003
wbillingsley@miltonpr.com
William Billingsley, director

ABC Industries
Cooper Industries
Danielle Hair Dressers
Effable Software
Freight Carriers of Mobile
Georgetown Computers
Hat Makes of Madison
Mental Magic Software
Opulent Securities
Quasar Financial
Tellula Tourism Council

Thomas & Thomas Inc.
Versatile Technology Corp.
Wilson Spaw & Ryder LLC
Youngstown Civic Club
Zanzibarge

○ **Your color logo**, 300-word description of your services, top execs and staffers, accounts, and branch offices on odwyerpr.com (see left), PR's No. 1 news, information and database website. Join 400 PR firms that are marketing themselves locally and nationally to thousands of online viewers each month.

○ **Fortieth annual edition** of O'Dwyer's *Directory of PR Firms*, just published in late June, a \$95 value. The 370-page directory lists 1,700 PR firms, including offices, executives, clients and contact info. See how other firms market themselves. Make new friends, shop for correspondent firms.



○ **One-year of access** to odwyerpr.com, unequalled for its savvy, daily coverage of PR and media news, opinion from industry leaders, RFPs, professional development and more, backed by 42 years of experience. PR's No. 1 website and a \$150 value, if purchased separately.



○ **One-year subscription** to O'Dwyer's magazine, PR's longest-running monthly (23 yrs.). Submit profiles of your specialty practices such as healthcare, tech, financial, food/beverage, beauty/fashion, etc., to be featured among in-depth articles, news, and opinion on the industry.



○ **Exclusive access** as a member to constantly updated files of Requests for Proposals (RFPs) by companies, local, state, federal and foreign governments and travel bureaus, trade associations, professional groups, etc. 86 RFPs are listed this year so far.

Category	State	Description; Budget	Issued	Deadline	Status	File Info	Incumb.	Winner
Employee Comms.	MO	RFP - Comms.	6/23/10	7/28/10	Open	PDF Article	New	--

Fill out the membership form on the attached page and fax, e-mail or mail it to us. Your firm's profile will go on odwyerpr.com as soon as we get it.

O'Dwyer's Scores High on Google

O'Dwyer's rankings of PR firms in specialty practices such as healthcare, tech and financial PR are at or near the top when those subject areas are Googled. O'Dwyer's is the only media doing specialty rankings. Unranked firms are also listed if they are in the O'Dwyer database.

Other membership benefits include coverage of what techniques are bringing in new business; what clients are saying; advice on preparing contracts, and how firms are handling management issues like the rising cost of health insurance.

O'Dwyer's is your best buy for building your business. The Council of PR Firms, which also helps match clients with PR firms, has a \$2,500 minimum fee. The Counselors Academy of PR Society of America costs \$225 in annual PRSA dues, \$195 in Academy dues and initiation fees of \$65 for PRSA and \$85 for the Academy for a total of \$570.

Money Back Offer

Enroll our firm in **O'Dwyer PR's New Business Council** which helps bring together clients and PR firms. Our membership includes a **listing on odwyerpr.com** consisting of display of our color logo, address, telephone, etc., and up to 300 words of copy; the **2010 O'Dwyer's Directory of PR Firms**; **one-year of access** to odwyerpr.com; **one-year subscription** to O'Dwyer's monthly magazine, and access to the **exclusive listing of Requests for Proposals** by government and private organizations. Logo and pictures should be sent as color JPGs. Multiple video file formats are supported. Send files to john@odwyerpr.com. Membership fee: \$300 annually; payment is refundable on demand with no questions asked.

Contact _____

Credit Card Type **VISA MC AMEX #** _____

Exp. Date _____ Signature _____

**Fax form to 212/683-2750 or e-mail melissa@odwyerpr.com
J.R. O'Dwyer Co., 271 Madison Ave., #600, New York, NY 10016**

Name of Firm _____

Name of Parent Ad Agency or Other Owner _____ Independent

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-mail (Bus. Contact) _____

Website _____ E-mail (For Listing) _____

Types of PR Handled (e.g., healthcare, tech., crisis comms., etc.) _____

_____ No. of full-time employees _____ Year Founded _____

Principals & Executive Staff (titles in lower case) _____

Current Retainer Clients in Alphabetical Order (six months or more, active in 2010) _____

(Use separate sheet if necessary)

PR Specialties (must list clients to support specialty designations)

- Agriculture Beauty & Fashion Books & Publications Educational Institutions Entertainment/Cultural
 Environmental PR/Public Affairs Financial PR/Investor Relations Food & Beverage Healthcare
 Home Furnishings Multicultural Markets Political Candidates Professional Services Sports/Leisure
 Technology/Industrial Travel

Agency Statement (description of PR philosophy and areas of special expertise) _____

(Use separate sheet if necessary)

PR'S MOST USEFUL DIRECTORY!

Free to Members of O'Dwyer PR's New Business Council

O'Dwyer's Directory gives you quick access to large, medium-sized, and small PR firms and even experienced freelancers who work out of their homes. Whether you seek a long-term, worldwide relationship or need extra help on a project, O'Dwyer's Directory is the place to shop.

Listed firms have expertise in:

- Public Relations
- Social Media
- Branding
- Investor Relations
- Employee Communications
- Internet PR
- Product Publicity
- Crisis Communications
- Integrated Marketing
- Corporate Advertising
- Lobbying
- Proxy Solicitation
- International PR

1,700 FIRMS LISTED IN 2010 DIRECTORY INCLUDES 300 IN 42 COUNTRIES!

"O'Dwyer's Directory of PR firms is the finest source of information on PR firms."

- Howard Rubenstein, President, Rubenstein Assocs.

"The first source we turn to when doing an ad agency search."

- Stan Beals, Jones Lundin Beals

"The O'Dwyer Directory is an excellent tool when searching for outside PR counsel."

- Art Stevens, Managing Partner, StevensGouldPincus LLC

"Up-to-date, indispensable resource. Saves time and money. Every PR pro should have one."

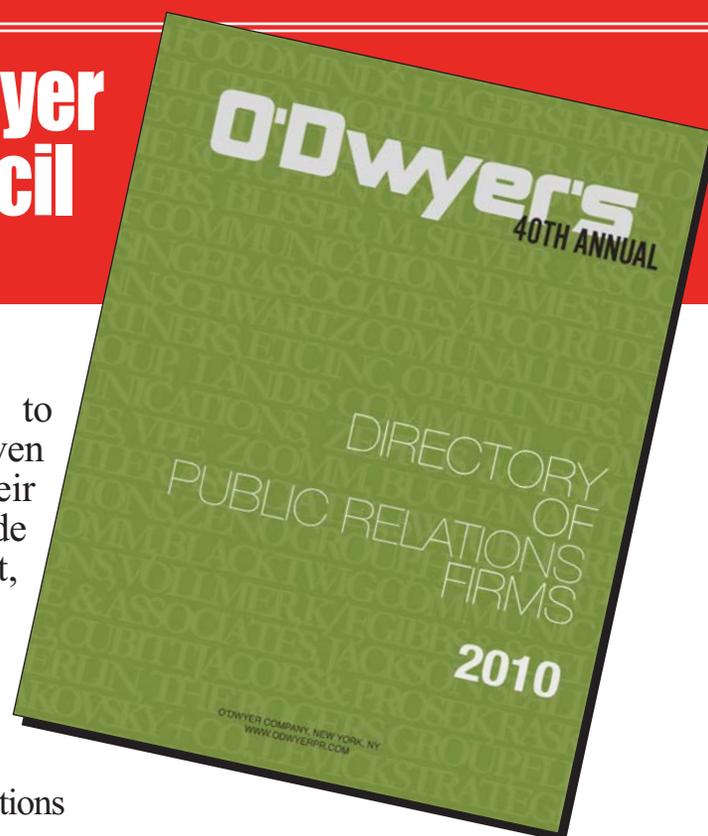
- Robert L. Dilenschneider, The Dilenschneider Group

"A phenomenal job-seeking aid."

- Marie Raperto, The Cantor Concern

"Single most important source of information on PR firms."

- Thomas L. Harris, Author, *Choosing and Working with your PR firm*



Why O'Dwyer's Directory of PR Firms is so popular ...

- ✓ Has brought billions of dollars in business to PR firms.
- ✓ Authoritative industry rankings, based on CPA statements, tax returns.
- ✓ Separate rankings for independent and ad agency-related PR operations.
- ✓ Firms ranked by 17 geographical regions in the U.S.
- ✓ Leaders ranked in 12 specialized categories: agriculture, beauty & fashion, entertainment, environmental/PA, financial, food & beverage, healthcare, home furnishings, professional svcs., sports/leisure, technology and travel.
- ✓ Easy-to-use, PR firms sorted geographically and by 17 types of PR specialties. Firms listed alphabetically.
- ✓ Articles on how to hire and use a PR firm by industry experts Jack O'Dwyer and Fraser Seitel.
- ✓ 7,000+ clients are cross-indexed. O'Dwyer's Directory of PR firms is the only place you can look up a company and determine its outside counsel.