



ATTENTION: Your Firm Is Missing From PR's No. 1 Online Database

If you would like to appear in the "Find the right PR firm" database on odwyerpr.com and also be listed in the printed 2021 O'Dwyer's Directory of PR Firms, please fill out the form below. Cost is \$100.

Name of Firm _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-mail (bus. contact) _____

Website _____ E-mail (to appear in listing) _____

Type 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 2020) _____

(Use separate sheet if necessary)

PR Specialties (client list backing up your specialties must appear in listing and be active in 2020)

- | | | | | |
|--------------------------|---------------------------|----------------------|---------------------------|-----------------------------|
| Agriculture ___ | Energy ___ | Foreign Markets ___ | Multicultural Markets ___ | Real Estate Fin. & Dev. ___ |
| Automotive/Trans. ___ | Entertain./Cultural ___ | Healthcare ___ | Non-Profits ___ | Social Media ___ |
| Beauty/Fashion/Life. ___ | Environ./Greentech/PA ___ | Home Furnishings ___ | Political Candidates ___ | Sports/Leisure ___ |
| Books & Publications ___ | Financial PR/IR ___ | Industrial ___ | Professional Svcs. ___ | Technology ___ |
| Education ___ | Food & Beverage ___ | Mobile/Wireless ___ | Purpose/CSR ___ | Travel & Econ. Dev. ___ |

***ENHANCED LISTING: For \$300 you get the above plus display of your firm's logo and Agency Statement** (description of PR philosophy) with your online and print listing. Pictures of key executives and even video can be added to the web listing. **As a bonus, one-year access to the subscriber area of odwyerpr.com** is included (\$295 value), **one-year subscription to O'Dwyer's magazine** (\$60 value), and the **2021 O'Dwyer's Directory of PR Firms** (\$95 value).

Agency Statement (75 words; each additional 75 words is \$100) _____

(Use separate sheet if necessary)

\$100 listing in the PR firms database on odwyerpr.com and 2021 O'Dwyer's Directory of PR Firms.

\$300 listing in the PR firms database on odwyerpr.com and 2021 O'Dwyer's Directory of PR Firms (Includes web access, copy of '21 Directory and magazine).

(Logo for the printed directory must be grayscale, no larger than 3.5 x 1.25 inches, 300 dpi, and saved as either a JPG, TIF or EPS file. Logo and pictures for web listing should be sent as color JPGs. Send files to john@odwyerpr.com.)

Reserve copy of the 2021 O'Dwyer's Directory of PR Firms for \$95 plus \$10 for shipping (NY residents must add \$8.96 sales tax).

Listing approved by _____ (required)

Signature _____ (required)

Phone _____

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