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 2021) ____________________________________________________________________________

(Use separate sheet if necessary)

PR Specialties (client list backing up your specialties must appear in listing and be active in 2021)

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

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