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 comm., 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) __________________________

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) __________________________

☐ $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
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