O’Dwyer’s Will Help You Reach Qualified Prospects

Your most efficient and effective route to public relations and communications executives with buying power is via O’Dwyer media. You’ll join an illustrious roster of established PR firms and service companies that have obtained results by advertising in PR’s most authoritative news media (described as the “bible” of PR by both the New York Times and Washington Post).

PR’s most sophisticated, influential audience relies on our in-depth stories and extensive databases backed by 52 years of reporting on PR. The “Find a PR Firm” and “PR Firm Rankings” databanks are two of the most popular areas. Buyers searching for expertise in specialized areas such as healthcare, technology and finance regularly comb the exclusive annual O’Dwyer rankings.

No other PR website can keep up with the quality and quantity of news posted daily on odwyerpr.com. Over 20 years of searchable coverage is available, backed by our experienced reporters. PR and communications pros get their news from us all day long—you need to be in front of that audience.

The newsy website averages 60,000+ visits per month. We have 13,800 followers on Twitter (@odwyerpr.com). Our original content is also posted to Facebook and LinkedIn.

Banner Sizes:

<table>
<thead>
<tr>
<th>Banner Size</th>
<th>Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, homepage (728x90 pixels)</td>
<td>$3,000/month</td>
</tr>
<tr>
<td>Large rectangle, homepage (300x250 pixels)</td>
<td>$2,000/month</td>
</tr>
<tr>
<td>Large rectangle, run-of-site (300x250 pixels)</td>
<td>$1,500/month</td>
</tr>
<tr>
<td>Leaderboard, run-of-site (728x90 pixels)</td>
<td>$1,000/month</td>
</tr>
</tbody>
</table>

*Exclusive advertiser sponsorship of specific areas of the site is available (e.g., PR firm rankings, PR firms database, etc.)*

Banner Specs:
We can accommodate any banner type (animated gif, jpg), including video and custom widgets. Banners can be changed as often as necessary throughout a campaign.

Tracking:
Click tracking can be linked to an advertiser’s Google Analytics account or O’Dwyer’s can implement custom links and UTM codes specified by the advertiser.

Sponsored Content on odwyerpr.com

O’Dwyer’s editorial staff will have no role in the preparation. Content will appear in the “third” position on the main page of odwyerpr.com for one week.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Rate:</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-week run on main page</td>
<td>$500</td>
</tr>
</tbody>
</table>

Daily E-mail Newsletter

Every afternoon our free e-mail newsletter is sent to approximately 4,200 subscribers who have either signed up online through odwyerpr.com or who are subscribers to our website or one of our publications.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly Sponsorship (300x250 pixels)</td>
<td>$2,000/month</td>
</tr>
<tr>
<td>Weekly Sponsorship (300x250 pixels)</td>
<td>$500/month</td>
</tr>
<tr>
<td>Text Ad (up to 40 words)</td>
<td>$100/week</td>
</tr>
<tr>
<td>Branded E-Blast (4,200 recipients)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
O’Dwyer’s Connect

Our new remarketing offering will enable you to reach decision-makers interested in public relations. In fact, you can now target ads directly to professionals who have recently visited O’Dwyer’s website, or even specific pages on our site.

Our ad retargeting uses a progressive bidding model that also accounts for location, website quality, time of day, and impression frequency to maximize impact, and can exclude traffic from low-quality websites and mobile apps.

Appear on high-quality websites (Tier A) such as nytimes.com, washingtonpost.com, hbr.org, wired.com and politico.com as well as medium-quality websites (Tier B) such as dailykos.com, realclearpolitics.com, and weather.com.

O’Dwyer’s will provide you with regular reporting and consulting services to help maximize the impact of the campaign. UTM codes will enable you to track campaign performance through your own web analytics platform.

Advertise your firm to O’Dwyer’s own retargeting list on thousands of domains online

- Prospective Clients
- Visit O’Dwyer’s Website (All, Category, Profile)
- Cookie Placed

O’Dwyer’s Site Visitors
SEE YOUR AD
While Browsing Online
Search/Social/Video/Email/News/Sports

Google Display Network
Reach O’Dwyer’s visitors on popular websites

Monthly Performance Report
Impressions/Clicks

Display Media:

**Run-of-Site Retargeting** - Your web banner shown online to anyone who visited odwyerpr.com within 30 days

**Specialty Retargeting** - Your web banner shown online to anyone who visited a specific specialty page on odwyerpr.com within 30 days (up to three specialties)

**Creative Fees** - Two ad units for A/B test, in up to five sizes each, or provide your own creative at no cost

<table>
<thead>
<tr>
<th>Display Media:</th>
<th>Fees (Special Pricing for Beta Program):</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Run-of-Site Retargeting</strong> - Your web banner shown online to anyone who visited odwyerpr.com within 30 days</td>
<td><strong>$250/month starter; $500/month aggressive or custom bundle</strong></td>
</tr>
<tr>
<td><strong>Specialty Retargeting</strong> - Your web banner shown online to anyone who visited a specific specialty page on odwyerpr.com within 30 days (up to three specialties)</td>
<td><strong>$300/month starter; $600/month aggressive or custom bundle</strong></td>
</tr>
<tr>
<td><strong>Creative Fees</strong> - Two ad units for A/B test, in up to five sizes each, or provide your own creative at no cost</td>
<td><strong>$650 one-time</strong></td>
</tr>
</tbody>
</table>

Sample creative O’Dwyer’s can help you design

O’Dwyer’s Media Kit - Page 2
Magazine

O’Dwyer’s magazine is now in its 34th year. A different area of PR is examined in each issue, including practice-area specific feature stories as well as profiles of PR firms with strengths in the focus area. The agency profiles constitute the ideal starting point for companies beginning their search for PR counsel.

Agency Profiles: Rate:

Description of services (up to 200 words) $200
Picture $50

Profiles must be submitted by the 15th of the month prior to issue date of the magazine. You can, however, add your profile at any time to the HTML version of this content on odwyerpr.com.

2020-21 Editorial Calendar:
Jan., PR Buyer’s Guide/Crisis Comms.
Mar., Food & Beverage PR
May, PR Firm Rankings
Jul., Travel & International PR
Aug., Financial PR/IR & Prof. Svcs. PR
Oct., Healthcare & Medical PR
Nov., Technology PR

There’s no better way to show off your creative ability to prospects than with a display ad in our printed magazine. Each issue is archived on odwyerpr.com as a PDF available for download by any of our 60,000+ per month visitors.

Display Ad Sizes/Specs: Rates:

Full-page color - 8.5 x 11 inches $2,000
Half-page color - (H) 7.25 x 4.75 inches $1,100
(Island) 4.75 x 7.25 inches
One-third-page color - (V) 2.25 x 9.75 inches $650
(Block) 4.75 x 4.75 inches

*Radium positions are available (e.g., back cover, inside front cover, 2-page spread, etc.).

Ad Specs:
Send a print-quality (300 dpi) CMYK PDF with all fonts embedded and all layers flattened by the 15th of the month prior to issue date (e.g., Apr. 15th for the May issue). The magazine is printed web offset on 80 lb coated stock. Binding is saddle stitched.

Readership:
Our subscribers, national in scope, are from Fortune 1,000 sized companies (about 40-45%) and from PR agencies of all sizes (about 35-40%). The remainder come from government agencies, industry associations and the companies that provide products and services to professional communicators. Monthly pass-through readership is estimated at 5,000.
PR Buyer's Guide

Our January magazine contains our PR Buyer’s Guide, a de facto 50+ page directory devoted to the companies that supply the PR industry with products and services. For a comprehensive list of services such as media training, video production, celebrity talent, executive search, camera ready releases and much more, PR people refer to our Buyer's Guide.

Listings also appear in the “Find a PR service” database on odwyerpr.com for a year. This is where communicators shop online for services and products.

<table>
<thead>
<tr>
<th>PR Buyer’s Guide Listings (online &amp; print):</th>
<th>Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic (essential contact info.)</td>
<td>$25 (per category)</td>
</tr>
<tr>
<td>Enhanced (75-word description + company logo)</td>
<td>$250 (per category)</td>
</tr>
</tbody>
</table>

Directory of PR Firms


The Directory’s geographical index reflects the fact that many PR firms operate from multiple office locations. This sorting is carried over into the PR specialty index, which identifies firms with skills in 24 areas such as beauty and fashion, food and beverage, healthcare, investor relations, professional services, sports and entertainment, technology, and travel.

The directory is the only place where you can look up a company and determine its outside PR counsel.

Listings in our printed directory of PR firms are also appear in the “Find a PR firm” database on odwyerpr.com.

<table>
<thead>
<tr>
<th>PR Firm Listings (online &amp; print):</th>
<th>Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic (essential contact info.)</td>
<td>$100</td>
</tr>
<tr>
<td>Enhanced (75-word description + company logo)</td>
<td>$300</td>
</tr>
<tr>
<td>Sponsored Listing (requires basic or enhanced entry; appear at “top” of specialty, online only)</td>
<td>$100 (per specialty)</td>
</tr>
</tbody>
</table>

*Pictures of key executives and even video can be added to the web version of enhanced listings.

PR Specialties:

- Agriculture
- Automotive/Transportation
- Beauty & Fashion
- Books & Publications
- Education
- Entertainment/Cultural
- Environmental/Public Affairs
- Financial PR/Investor Rels.
- Food & Beverage
- Foreign Markets
- GreenTech
- Healthcare
- Home Furnishings
- Lifestyle
- Mobile/Wireless
- Multicultural Markets
- Non-Profits
- Political Candidates
- Professional Services
- Real Estate Finance & Dev.
- Social Media
- Sports/Leisure
- Technology/Industrial
- Travel/Hospitality/Econ. Dev.

O’Dwyer’s publishes the only remaining printed directory of PR firms.

<table>
<thead>
<tr>
<th>Ad Sizes/Specs:</th>
<th>Rates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page b/w - 8.5 x 11 inches</td>
<td>$1,200</td>
</tr>
<tr>
<td>Half-page b/w - (H) 7 x 5 inches (V) 3.5 x 9.5 inches</td>
<td>$900</td>
</tr>
</tbody>
</table>

*Premium positions are available (e.g., back cover, inside front cover, 2-page spread, etc.).

Closing Date: 2021 Directory to be published June ’21.
Directory Mailing List: Provided in Excel format and includes a hard copy of the ’20 directory - $750