

## 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 53 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.

### odwyerpr.com

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 30,000+ visits per month. We have 14,800 followers on Twitter (@odwyerpr.com). Our original content is also posted to Facebook and LinkedIn.

#### Banner Sizes:

Leaderboard, homepage (728x90 pixels)

Large rectangle, homepage (300x250 pixels)

Large rectangle, run-of-site (300x250 pixels)

Leaderboard, run-of-site (728x90 pixels)

#### Rates:

\$3,000/month

\$2,000/month

\$1,500/month

\$1,000/month

\*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 type of banner (gif, animated gif, jpg), including video and custom widgets. File size should be no more than 150KB and animated files can be looped but must be 30 seconds or shorter and slower than 5 FPS.

#### 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 on the main page of odwyerpr.com for one week.

#### Time Period:

One-week run on main page

#### Rate:

\$750

### Daily E-mail Newsletter

Every afternoon our free e-mail newsletter is sent to approximately 6,000 subscribers who have either signed up online through odwyerpr.com or who are subscribers to our website or one of our publications.

#### Ad Type:

Monthly Sponsorship (300x250 pixels)

Weekly Sponsorship (300x250 pixels)

Text Ad (up to 40 words)

Branded E-Blast (6,000 recipients)

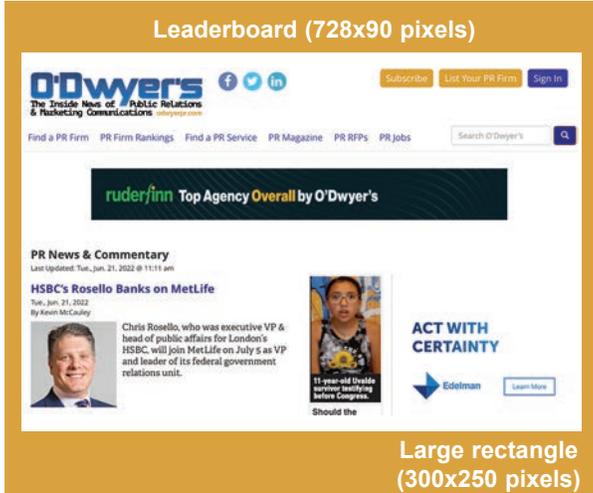
#### Rates:

\$2,000/month

\$500/month

\$100/week

\$1,500



**Leaderboard (728x90 pixels)**

O'Dwyer's The Inside News of Public Relations & Marketing Communications

Subscribe List Your PR Firm Sign In

Find a PR Firm PR Firm Rankings Find a PR Service PR Magazine PR RFPs PR Jobs Search O'Dwyer's

**ruder/inn Top Agency Overall by O'Dwyer's**

**PR News & Commentary**  
Last Updated: Tue, Jun 21, 2022 @ 11:11 am

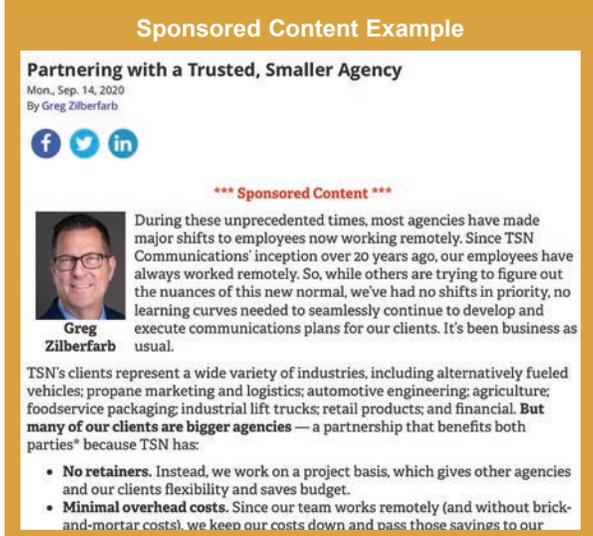
**HSBC's Rosello Banks on MetLife**  
Tue, Jun 21, 2022  
By Kevin McCauley

Chris Rosello, who was executive VP & head of public affairs for London's HSBC, will join MetLife on July 5 as VP and leader of its federal government relations unit.

**ACT WITH CERTAINTY**  
Edelman Learn More

**11-year-old Usable Service Guarantees Before Congress**  
Should the

**Large rectangle (300x250 pixels)**



**Sponsored Content Example**

**Partnering with a Trusted, Smaller Agency**  
Mon, Sep. 14, 2020  
By Greg Zilberfarb

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**\*\*\* Sponsored Content \*\*\***

During these unprecedented times, most agencies have made major shifts to employees now working remotely. Since TSN Communications' inception over 20 years ago, our employees have always worked remotely. So, while others are trying to figure out the nuances of this new normal, we've had no shifts in priority, no learning curves needed to seamlessly continue to develop and execute communications plans for our clients. It's been business as usual.

**Greg Zilberfarb**

TSN's clients represent a wide variety of industries, including alternatively fueled vehicles; propane marketing and logistics; automotive engineering; agriculture; foodservice packaging; industrial lift trucks; retail products; and financial. **But many of our clients are bigger agencies** — a partnership that benefits both parties\* because TSN has:

- No retainers.** Instead, we work on a project basis, which gives other agencies and our clients flexibility and saves budget.
- Minimal overhead costs.** Since our team works remotely (and without brick-and-mortar costs), we keep our costs down and pass those savings to our



## 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.

Listings also appear in the "Find a PR service" database on [odwyerpr.com](http://odwyerpr.com) for a year. This is where communicators shop online for services and products.

### PR Buyer's Guide Listings (online & print):

**Basic** (essential contact info.)

**Enhanced** (75-word description + company logo)

**Sponsored Listing** (requires basic or enhanced entry; appear at "top" of category, online only)

### Rates:

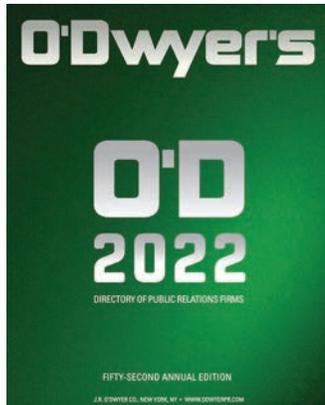
\$25 (per category)

\$250 (per category)

\$100 (per category)



## Directory of PR Firms



The 2022 Edition of O'Dwyer's Directory of Public Relations Firms contains listings of public relations firms and public relations departments of advertising agencies.

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 26 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 also appear in the "Find a PR firm" database on [odwyerpr.com](http://odwyerpr.com).

### PR Firm Listings (online & print):

**Basic** (essential contact info.)

**Enhanced** (75-word description + company logo)

**Sponsored Listing** (requires basic or enhanced entry; appear at "top" of specialty or state, online only)

### Rates:

\$125

\$350

\$100 (per specialty/state)

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

### PR Specialties:

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

O'Dwyer's publishes the only remaining printed Directory of PR Firms.

### Ad Sizes/Specs:

**Full-page b/w** - 8.5 x 11 inches

**Half-page b/w** - (H) 7 x 5 inches  
(V) 3.5 x 9.5 inches

### Rates:

\$2,000

\$1,000

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

**Closing Date:** 2023 Directory to be published June '23.

**Directory Mailing List:** Provided in Excel format and includes a hard copy of the '22 directory - \$1,000

### Sponsored Listing Example

**Agencies Specializing in Technology Public Relations**

[Alphabetical Index](#) | [Geographical Index](#) | [Specialty Index](#)

**Sponsored Listings:**

**MEDIA FRENZY**  
GLOBAL  
Media Frenzy Global

**Alabama**

**M**

MARKSTEIN  
Markstein, Birmingham

Stephen Bradley & Associates LLC, Birmingham  
Stephen Bradley & Associates LLC, Montgomery