

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.

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 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:	Rates:
Leaderboard, homepage (728x90 pixels)	\$3,000/month
Large rectangle, homepage (300x250 pixels)	\$2,000/month
Large rectangle, run-of-site (300x250 pixels)	\$1,500/month
Leaderboard, run-of-site (728x90 pixels)	\$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 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.

Time Period:	Rate:
One-week run on main page	\$500

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.

Ad Type:	Rates:
Monthly Sponsorship (300x250 pixels)	\$2,000/month
Weekly Sponsorship (300x250 pixels)	\$500/month
Text Ad (up to 40 words)	\$100/week
Branded E-Blast (4,200 recipients)	\$1,500



Large rectangle (300x250 pixels)



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



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

Fees (Special Pricing for Beta Program):

\$250/month starter; \$500/month aggressive or custom bundle

\$300/month starter; \$600/month aggressive or custom bundle

\$650 one-time

Sample creative O'Dwyer's can help you design





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 (Island) 4.75 x 7.25 inches	\$1,100
One-third-page color - (V) 2.25 x 9.75 inches (Block) 4.75 x 4.75 inches	\$650

*Premium 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.

O'Dwyer's guide to FINANCIAL PR & INVESTOR RELATIONS

Bliss Integrated Communication
Member of The Workroom Public Relations Group
600 1st Ave, Suite 1640
New York, NY 10110
212 640 1881
Fax: 212 640 1663
www.blissintegrated.com

Elizabeth Browne, Meg Widrick, Correy Stapleton, Partner, Proprietor
Michael Roth, Partner, Healthcare Practice Leader
Alexis Oleszewski, Greg Hesse, Julia Bolton, Kent Tomney, Head of Strategy
Emily Slater, CFP®, Billie Hill, Liz DeForest, Megan Tuck, Morgan Muskantow, VPs

BOSPAR
Locations in San Francisco, LA, Orange County, Chicago and the Washington, D.C. area
415/913-7828
success@bospar.com

Chris Buehler, Curtis Sparrer, Tom Carpenter, Principals
Tina Helmerich, Chief Content Officer

Hey—can we talk to you for a second? Yeah—you—the person reading these descriptions. Is it so hard this copy all seems like a sales pitch? We bet every agency description says “we’re award-winning” and “back blah, blah, blah” and you’re left wondering “who do I pick?” Here’s our advice: pick an agency that is the right size to care about you passionately with the right team to get it done. We’d of course think that’s all Bospar was named *PRWeek’s* Outstanding Boutique Agency for the second year in a row, because we offer the best of both worlds. Like a big agency, Bospar has seasoned professionals across the country, based in San Francisco, Los Angeles, Chicago, Houston, Orange County, San Diego, New York, and Washington, D.C. Its compensation provides living wages, case studies, ghost-written articles, messaging, positioning, social media, social media content, website copy, infographics, press releases and more. But like a boutique, you will get customized coverage from a client’s needs and provide intensive media training with an insider’s perspective. Bospar supports its media efforts with analysis and influencer relations, customer and third-party relations, case studies, content creation, branding, website development, marketing materials, videos, advertising and social media.

Our industry work and expertise includes: Accounting, Advisory, Asset Management, Banks, Financial Technology, Hedge Funds, Impact Investing, Insurance, Legal, Private Equity, Venture Capital and Wealth Management.

Bliss Integrated Communication is a member of The Workroom Public Relations Group. We are a fierce dedication to results and service. Bliss is built to deliver on these needs. Bliss Integrated Communication’s award-winning financial services practice specializes in breaking down complex ideas and packaging them into integrated communication campaigns. Whether it’s especially unique about Bliss is that the firm helps its clients connect with their key audience directly, as well as with the influencers and media partners that impact their businesses. We work with some of the biggest names in asset management, insurance, wealth management, banking and private equity, and have expertise in reaching niche

digital marketing & social media. We have a 360-degree approach to PR, social media, branding and digital marketing that delivers game-changing results to our clients. Our 150+ tenacious and creative communications practitioners develop and execute creative campaigns that connect our clients with their target audiences in measurable ways. Every aspect of our programs are designed to impact our clients’ bottom line, bringing leading businesses a renewed, bold and results-driven approach to communication. SWP’s diverse client expertise includes Spelling K&L, it’s a 10 Hiram; Jane Smith; Bona AMF; Chapp/AM; L’Oreal; SAP NSL; VIZIO; The Trade Desk; Caron/Buller; Sans; Margherita; Topps; Retro Fitness; Wild’s; LifeStyle; SocialStream and Zora Global, among others. Our innovative programs have received recognition and we have won many awards including PR Agency of the Year, PR Executive of the Year, Product Launch of the Year and Business to Business Program of the Year.

THE BRANDMAG AGENCY
261 Fifth Ave., 22nd Fl.
New York, NY 10016
212 683-5442
connect@brandmagagency.com
484 West 34th St., Suite 245
New York, NY, USA 10018
203 944-0064

Melanie Brandman, Founder & CEO
Kristen Viggas, President
By Bennett, Managing Director, Global Strategy
Stephanie Krajewski, Senior Vice President

The Brandmag Agency is a dynamic, results-driven integrated communications and public relations firm specialized in travel, luxury and lifestyle. Founded by Melanie Brandman in 2000, The Brandmag Agency is consistently ranked one of the top tourism and hospitality agencies in the industry. With offices in New York City

and its most respected organizations. Clients include: Blue Waters Resort & Spa; BodhiHollywood; Cathay Pacific Airways; CIVANA; COMO Hotels & Resorts; Citrus, Devonshire; The Ritz-Carlton Reserve; Experience Scottsdale; Fountains of Bellagio; Grand Hotel Koenigshof; Hilton Chicago; Hotel Indigo Los Angeles Downtown; Hyatt Agency Indian Wells Resort & Spa; InterContinental San Diego; Jamaica Inn; JW Marriott Denver; Cherry Creek, Kohn Hotel St. Moritz; La Mansueta; LUNA Hotel Times Square; Marriott International; Ritz-Carlton Latin America; Movenpick; Movenpick East Village; Movenpick Times Square; Palmer House Hilton; Raffles Singapore; Rosewood; The Waldorf Astoria Hotel; Royal Hill Hotel & Villas; Starbuck Collection; The Galt House Hotel; The Lodge at Sossano; The Ritz-Carlton, Kapalua; The Ritz-Carlton, Kyoto; The Ritz-Carlton, Residences; Waldorf Astoria; The Ritz-Carlton, San Francisco; The Ritz-Carlton, Tokyo; Truist Hotel; Truist Hotel; Victoria Los Cabos; Viceri Victoria; W Costa Rica - Reserva Conchal; Waldorf Astoria Atlanta Buckhead and Windsor.

CAROLYN IZZO INTEGRATED COMMUNICATIONS (CIC)

NY / Miami
845/508-2820 x111
connect@icomm.com
www.icomm.com

Carolyne Izzo-Feldman, President & Founder
Amy Sedelski, Executive Director
Paola Correa, Senior Director

Carolyne Izzo Integrated Communications (CIC) is an award-winning, highly respected full-service public relations and social media firm specializing in creating dynamic campaigns for the travel & tourism, real estate, hospitality, food & beverage and lifestyle in-

O'Dwyer's guide to TRAVEL AND TOURISM PR

5W PUBLIC RELATIONS
230 Park Ave., 23rd floor
New York, NY 10168
212 990-5545
Fax: 646 208-1711
info@5wpr.com
www.5wpr.com

Ryan D. Torrance, Founder & CEO
Dana A. Busch, Matthew Colata, Presidents

Since 2003, New York City-based 5W Public Relations (5WPR) has worked with widely known and high-profile individuals. Our practice areas include: Consumer Products & Brands, Food & Beverage, Health & Wellness, Beauty, Apparel & Accessories, Home & Housewares, Travel & Hospitality, Entertainment & Sports, Corporate, Technology, Public Affairs & Government Relations, Nonprofit, Crisis Communications, Events

THE BRANDMAG AGENCY
261 Fifth Ave., 22nd Fl.
New York, NY 10016
212 683-5442
connect@brandmagagency.com
484 West 34th St., Suite 245
New York, NY, USA 10018
203 944-0064

Melanie Brandman, Founder & CEO
Kristen Viggas, President
By Bennett, Managing Director, Global Strategy
Stephanie Krajewski, Senior Vice President

The Brandmag Agency is a dynamic, results-driven integrated communications and public relations firm specialized in travel, luxury and lifestyle. Founded by Melanie Brandman in 2000, The Brandmag Agency is consistently ranked one of the top tourism and hospitality agencies in the industry. With offices in New York City

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.

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

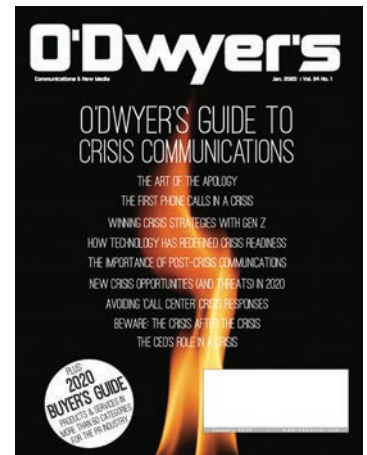
Basic (essential contact info.)

Enhanced (75-word description + company logo)

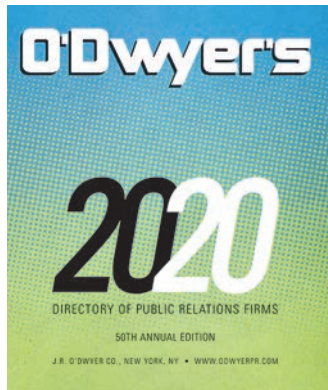
Rates:

\$25 (per category)

\$250 (per category)



Directory of PR Firms



The 2020 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 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.

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, online only)

Rates:

\$100

\$300

\$100 (per specialty)

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

PR Specialties:

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

\$1,200

\$900

*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

Sponsored Listing Example

Agencies Specializing in Technology Public Relations

Alphabetical Index | Geographical Index | Specialty Index

Sponsored Listings:

MEDIA FRENZY
GLOBAL
Media Frenzy Global

Alabama

MARKSTEIN
Markstein, Birmingham

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