

Effective January 1, 2011

### Engage with the audiences that matter to you – in more ways than ever before.

PR Newswire helps you **engage opportunity everywhere** through innovative services and solutions that optimize and target your content – from text to photos to video and more – and engage and measure your impact across traditional, digital, mobile and social media channels. As a specialized service focused on providing solutions for **government, nonprofit, advocacy, association and other public interest organizations**, PR Newswire Public Interest Services are uniquely designed (and priced) to maximize your impact and ROI from your target audiences.

#### Robust Distribution of your organization’s news and message, including:

- Simultaneous electronic transmission via a direct wire feed into newsroom computer systems (AP) via PR Newswire’s exclusive Public Interest News feed, a dedicated channel providing newsrooms with the most comprehensive pipeline of news from public interest news sources
- Delivery to thousands of news/industry Web sites, search engines and databases, including unique, featured placement in the NEWS sections of leading online news portals (AOL News, Yahoo! News, etc.)
- Posting to [www.prnewswire.com](http://www.prnewswire.com), reaching an average of 3 million unique visitors per month, and to PR Newswire’s media-only Web site ([www.prnewswire.com/media](http://www.prnewswire.com/media)) where thousands of journalists and bloggers generate more than one million release accesses per month
- Distribution to government officials via U.S. government news systems used by The White House Press Office, Cabinet agencies and Capitol Hill
- Free distribution to leading trade publications — online and print
- Reach into multicultural segments including Hispanic, African American, Asian American and Native American
- Complimentary search engine optimization and social media tagging on every release, making it easy for users to share your news online
- Advanced XHTML formatting of your releases to maintain the original look of your documents with bold, italics, underlining, bullets and more
- Free logo and embedded keyword links which help optimize your releases for search engines, and drive traffic back to your Web site

#### News Release Measurement

Our dynamic Visibility Reports dashboard enables you to understand and analyze results with regard to online visibility, search engine optimization, media measurement and overall audience engagement

#### The Online Member Center

A customer-only portal where you can access a full suite of tools and manage your communications workflow.

- Write a more search-engine friendly release using our suite of optimization services
- Upload your text, image, multimedia and other assets
- Customize and save targeted distribution lists
- Access a comprehensive interactive reporting dashboard
- Approve your releases online
- Pay your invoices

#### Personal Service & Expert Consultation

- Savvy media experts with deep relationships throughout the media world and across multiple traditional, specialized and social media channels
- Proofreading and checking of releases for grammar, spelling and accuracy
- Free educational and professional development webcasts and seminars, as well as via our online Knowledge Center
- Friendly service professionals available 24/7

*Nonprofit organizations are eligible for a 10% discount off transactional pricing. PR Newswire also offers customized annual or multi-year service agreements for additional cost-savings.*

*Please contact your Account Manager or call 800-378-7112 to discuss a customized service plan for your organization.*

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**PR Newswire**

United Business Media

.....  
ENGAGE OPPORTUNITY EVERYWHERE

ENGAGEMENT AND WORKFLOW SOLUTIONS FOR PR / IR / CSR / MARKETING

(800) 378-7112 | [www.prnewswire.com/publicinterest](http://www.prnewswire.com/publicinterest)

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## Distribution\*

400 Word News Release      Each Addt'l 100 Words

400 Word News Release      Each Addt'l 100 Words

### National Newslines

**US1 Public Interest** ..... \$715 ..... \$195

The most comprehensive U.S. media circuit available, providing full end-to-end delivery to print, broadcast and online newsrooms in every state nationwide, including all points on our Top Markets and DC Public Interest Newslines. US1 also includes premium search engine optimization of your release, online distribution to thousands of Web sites including all those who syndicate PR Newswire content, free trade/issue-focused lists and 30 days of free media monitoring.

Target your distribution further by selecting a specific industry-focused US1 Newswire. Options include:

|            |           |                   |
|------------|-----------|-------------------|
| Automotive | Energy    | Health/Biotech    |
| Technology | Education | Environment       |
| Travel     | Sports    | Homeland Security |

**Top Public Interest Markets** ..... \$495 ..... \$130

Target the top-tier major media nationwide who have beat reporters who follow your issues. Includes top daily newspapers in every state, TV/Radio stations in major media markets, state/local wire service bureaus, national news magazines and full distribution to Washington, DC media via our DC Public Interest Newswire.

**Flex Release™** ..... \$1,500 ..... \$195

The Flex Release™ lets you add up to three rich media assets - video, audio, photos, documents or logos – to any text release to create a dynamic visually compelling story that gets noticed. Includes full US1 distribution, one photo sent to Times Square and one video posted to top online video portals (if applicable). See page 6 for more multimedia options.

### Washington, DC Newslines

**DC Public Interest** ..... \$150 ..... \$45

Saturation coverage of print, broadcast and online media in the nation's capital, including the Washington bureaus of regional, national and international newspapers/Web sites/syndicates, global news services, broadcast news networks, weekly news magazines and news services who follow government, public policy and politics.

**DC Public Interest Plus** ..... \$225 ..... \$60

Includes our DC Public Interest Newswire, PLUS any one of our targeted Public Interest Microlists (see page 5), adding personalized delivery of your news to individual journalists covering your issues.

### State & Local Newslines

**New York Metro** ..... \$375 ..... \$105

**New York State** ..... \$375 ..... \$105

**New Jersey plus key NYC** ..... \$375 ..... \$105

**All other state and metro newslines ...** \$250 ..... \$75

### Regional Newslines

**Northeast** ..... \$450 ..... \$125

CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT & WV

**Southeast** ..... \$450 ..... \$125

AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN & VA

**Midwest** ..... \$450 ..... \$125

IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI

**West/Southwest** ..... \$450 ..... \$125

AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY

**Southwest** ..... \$450 ..... \$125

AR, LA, OK & TX

**Top Market Newslines** ..... \$520 ..... \$140

Target specific geographic markets that focus on your industry.

|            |                |               |
|------------|----------------|---------------|
| Automotive | Energy         | Entertainment |
| Financial  | Health/Biotech | Metals        |
| Technology |                |               |

### Complimentary Services with Distribution

#### Search Engine Optimization (SEO)

To amplify your message, extend its life online and deliver important links back to your site, PR Newswire builds SearchMax search engine optimization and WebMax online syndication into all US newslines at no additional charge. Select a Premium (P) newswire to access detailed SEO results, including keywords used by searchers and clicks on any links in your release.

#### ReleaseWatch™

Receive a complimentary e-mail report with the links to where your release has appeared on more than 100 Web sites including Yahoo!, AOL, Reuters, U.S. Politics Today and more.

#### US1 Media Monitoring

Every time you issue a news release over one of PR Newswire's national newslines, you will receive 30 days of complimentary monitoring of keywords relating to your news.

#### Visibility Reports

Get key news release metrics at a glance. See snapshots of news release performance for time periods you define, benchmark against your peers, embed colorful charts into reports that illustrate the impact of your news, and download your results in a variety of formats for easy printing or sharing with colleagues.

## Select Multicultural Newslines

Connecting your brand messages directly with various multicultural community media and audiences has never been more important. Reach several key multicultural markets nationally, regionally or on a statewide basis with these targeted newslines and more.

Call 877-882-2254 for a complete Multicultural Solutions Pricing Guide or ask your PR Newswire account manager for more details.

A list of our most popular distributions follows below.

|   | 400 Word<br>News Release | Each Addt'l<br>100 Words |
|---|--------------------------|--------------------------|
| <b>Multicultural Markets Newline</b> .....  | <b>\$1,025</b>           | <b>\$235</b>             |
| PR Newswire's most comprehensive multicultural circuit reaching Hispanic, African American, Asian American and Native American media in the U.S., including hundreds of newspapers, magazines, national wire services, broadcast media, databases and Web sites. Includes translation into Spanish and Chinese. |                          |                          |
| <b>National Hispanic Newslines</b> .....  | <b>\$595</b>             | <b>\$140</b>             |
| This distribution provides <i>guaranteed online placement</i> on more than 100 Hispanic news Web sites and portals as well as reach to TV, radio, newspapers and social networking media. Spanish translation is included.  |                          |                          |
| <b>Regional Hispanic Newslines</b> .....  | <b>\$435</b>             | <b>\$110</b>             |
| Northeast, Southeast, Midwest, West/Southwest<br>Combination packages also available.   |                          |                          |
| <b>Add-on a Hispanic Web Kit Release</b> .....  | <b>\$300</b>             |                          |
| Posting and placement of multimedia content, including logo, photos, live Web site previews, text hyperlinks and PDFs, to more than 80 Hispanic media Web sites.  |                          |                          |
| <b>African American Newline</b> .....   | <b>\$300</b>             | <b>\$90</b>              |
| Distribution to key newspapers, magazines, national wire services, broadcast media, online services, databases and Web sites serving the African American market.   |                          |                          |
| <b>Native American Newline</b> .....  | <b>\$180</b>             | <b>\$50</b>              |
| Distribution to newspapers, magazines, national wire services, broadcast media, online services, databases and Web sites serving the Native American market. Discount available when ordered with any other newline.  |                          |                          |
| <b>North American Chinese Newline</b> .....   | <b>\$375</b>             | <b>\$100</b>             |
| Distribution to hundreds of Chinese language publications in the U.S. and Canada, with selected Chinese language Web sites in Hong Kong and Taiwan. Includes translation to Simple and Traditional Chinese. Discount available when ordered with any other newline.   |                          |                          |

## Select International Newslines

Engage opportunity everywhere. PR Newswire reaches more than 170 countries in more than 40 languages. Through our unique relationships with leading international news agencies and through the efforts of our network of dedicated media relations staff worldwide, PR Newswire provides members access to the most comprehensive global distribution network available today.

Call 888.776.0942 for a complete International Pricing Guide or to set up a custom distribution package. A list of our most popular distributions follows below.

|  | 400 Word<br>News Release | Each Addt'l<br>100 Words |
|--|--------------------------|--------------------------|
| <b>Premier Global</b> .....  | <b>\$8,090</b>           | <b>\$2,030</b>           |
| PR Newswire's most comprehensive global distribution in 27 languages to over 90 countries. |                          |                          |
| <b>World General Media</b> .....   | <b>\$4,620</b>           | <b>\$1,150</b>           |
| Distribution to general media in 11 languages in 48 countries.                             |                          |                          |
| <b>North American General Media Bilingual (Canada Bilingual plus US1)</b> .....            | <b>\$985</b>             | <b>\$245</b>             |
| <i>English, French</i>   |                          |                          |
| <b>US1 plus China</b> .....  | <b>\$1,100</b>           | <b>\$275</b>             |
| <i>English, Chinese</i>  |                          |                          |
| <b>Europe, Middle East &amp; Africa</b> .....  | <b>\$2,900</b>           | <b>\$725</b>             |
| <i>English, Arabic, French, German</i>   |                          |                          |
| <b>European Union</b> .....  | <b>\$2,450</b>           | <b>\$615</b>             |
| <i>English, French, German</i>   |                          |                          |
| <b>Europe General News</b> .....   | <b>\$1,400</b>           | <b>\$350</b>             |
| <i>English, French, German, Spanish</i>  |                          |                          |
| <b>Pan Asia</b> .....  | <b>\$3,000</b>           | <b>\$750</b>             |
| <i>English, Chinese, Japanese, Korean, Urdu</i>  |                          |                          |
| <b>Asian General Media</b> .....   | <b>\$1,625</b>           | <b>\$405</b>             |
| <i>English, Chinese, Japanese, Korean, Urdu</i>  |                          |                          |
| <b>Full Latin America</b> .....  | <b>\$995</b>             | <b>\$250</b>             |
| <i>Spanish, Portuguese</i>   |                          |                          |
| <b>Arabic Middle East</b> .....  | <b>\$685</b>             | <b>\$175</b>             |
| <i>English, Arabic</i>   |                          |                          |
| <b>Pan Africa</b> .....  | <b>\$1,045</b>           | <b>\$265</b>             |
| <i>English, Arabic, French</i>   |                          |                          |
| <b>Custom International Package</b> .....  | <b>Call for quote</b>    |                          |
| Extra value with targeted reach.   |                          |                          |

Distribution

## Specialty Newslines

### Corporate Social Responsibility Wire (CSRwire) ..... \$495 (nonprofit)

Add-on CSRwire to deliver your message to thousands of journalists, analysts, investors, activists, academics, public relations and CSR professionals worldwide. Your release is also posted on more than 100 CSR-focused Web sites. CSR packages and video services also available.

### Feature News ..... from \$715

Features are sent nationally to television and radio stations and networks, wire services, major newspapers, magazine publishing houses, business ad specialty publications, all appropriate trade publications and more than 5,000 Web sites, databases and online services.

## SEO, Social Media & Online Syndication

### OptimizationMax..... \$99 single use or \$1,495 annual unlimited

OptimizationMax lets you optimize your news releases and other content for search engines. Research keywords, analyze your releases and get actionable feedback on how to make your messages rise in search engine result rankings.

### WebMaxPLUS ..... \$425

WebMaxPLUS combines distribution of your news via PR Newswire's unparalleled press release syndication network and the superior search engine optimization delivered through our Optimized News Platform on PRNewswire.com, with a photo and extensive reporting services, to drive maximum engagement with your online messages.

### SearchMax ..... \$130

SearchMax lets you tap into the power of PRNewswire.com to reach audiences as they actively search for news about products and services like yours.

### SocialPost™ ..... \$75

Attracting additional audiences and online searchers to your message, SocialPost™ spreads your news to followers of PR Newswire's Twitter accounts and helps expand your exposure in search engines.

## Marketing

PR Newswire offers a growing suite of marketing solutions that raise visibility with multimedia platforms, digital networks, rich media news releases and more.

### ARC™ Engagement Platform..... Call for quote

Quickly combine multiple content assets — including video, audio, images and text — and then distribute them to your own proprietary lists and via our multi-channel network. Access, reach and connect with key media, with bloggers — and directly with your target audiences — faster, more efficiently and more effectively than ever before with the ARC™ engagement platform.

### Hispanic Digital Network ..... Call for quote

Using the first and largest network of U.S. Hispanic local media reaching educated Hispanics, you can showcase your product or service on Spanish or bilingual local media Web sites with national reach, and target Latinos by city, state, DMA or zip code.

### Multimedia News Releases ..... see page 6

## Maximize Your Communications and Budget

### Total PR

PR Newswire's Total PR integrated package of top-of-the-line distribution, targeting, engagement and monitoring services is a complete, end-to-end solution designed to assist your organization in connecting with your target audiences and measuring results.

### Total 2.0

PR Newswire's Total 2.0 integrated package of multimedia news release distribution, online media relations, social media tools and monitoring services reaches and tracks all your media audiences — from traditional to social. Designed with social media in mind, this bundle offers an end-to-end corporate communications solution to help you connect and engage with your target audiences and keep track of what's being said about your brand in a timely, cost-effective manner.

### Let Us Create a Custom Package For You

When you tell us what your communications challenges are, we will customize a unique blend of tools to help you achieve your objectives, while remaining within your budget.

## Targeting

From global media databases to custom contact lists, PR Newswire can help you master the art of targeting your message to exactly the right audience.

**MEDIAAtlas™** ..... **from \$2,295**  
Create, edit, save and distribute to media lists 24/7 using our Web-based global media database and fully automated distribution system replete with contact details of more than 500,000 contacts.

**MEDIAAtlas™ Microlists** ..... **Call for quote**  
Increase the power of your distribution by targeting individual journalists, who have specifically requested source information relating to a specific segment or industry they cover. Choose from a variety of popular industry and specialty lists that reach U.S. and Canadian media at daily newspapers, trade publications, Web-based news sites and broadcast outlets.

**Microlist Builder** ..... **\$49 list creation fee plus \$2 per contact**  
Available only at PR Newswire, Microlist Builder is a powerful tool that allows you to search our leading database of global media contacts and create a custom Microlist to suit your specific communications needs. After distributing your release you will receive a pitch list so that you know exactly who received your news.

**Broadcast E-Mail** ..... **Call for quote**  
Robust e-mail delivery distribution of your message using your proprietary list of contacts.

## Monitoring & Measurement

**PR Newswire Media Monitoring** ..... **Starting at \$550**  
Track what is being said about your organization, competitors and industry. Measure media pickup, protect organizational reputation and keep management apprised of industry trends. Enjoy flat-rate pricing with no setup fees or per-clip charges. PR Newswire Media Monitoring tracks mentions on more than 40,000 online news outlets, 12,000 print news sources, 40 million blogs, 5 million forum posts per day, social networks, and microblogs, including Facebook, MySpace and Twitter.

**PR Newswire Media Measurement Reports** ..... **from \$3,800**  
An easy, effective and affordable way to measure the results of your communications programs. PR Newswire Media Monitoring Reports provide a comprehensive analysis of your traditional and social media coverage. Receive monthly or quarterly reports that are easy to use and easy to act on – without the high cost and complexity associated with most measurement services.

**Hispanic Media Monitoring** ..... **Call for quote**  
Robust media monitoring and tracking is also available for U.S. Hispanic outlets and Latin American print, broadcast and online news.

## Engagement

Drive engagement with audiences actively seeking your information and experts with our suite of engagement tools. You'll gain the flexibility to connect your target audience with your organization online – and complement your communications strategy.

**ProfNet<sup>SM</sup>** ..... **from \$650**  
The shortest distance between expert sources in your organization and reporters working on stories for publication and broadcast. Annual subscription includes daily requests from journalists via e-mail for experts, unlimited expert profiles and five seats for information officers.

**CauseRoom** ..... **from \$2,995**  
Creating a powerful online presence for your organization or special campaign has never been easier or more affordable! PR Newswire's CauseRoom provides a customizable, SEO-friendly Web site solution that provides a user-friendly platform to manage your content and engage interactive communications tools to maximize your visibility on the Web.

**MediaRoom News Release Archive** ..... **from \$3,995**  
Be sure that your site's news and information are always accurate, up-to-date and accessible. Includes automatic posting of news releases sent through PR Newswire, archive of news releases by year and RSS feed for visitors to your site.

**MediaRoom Strategist** ..... **\$8,995 (\$3,000 activation fee)**  
Build a section on your Web site dedicated exclusively to content for the media. Provide backgrounders, press kits, RSS feeds, automated e-mail notification, dark pages for crisis communication, fact sheets, a high resolution image gallery, an auto-updating of news releases sent via PR Newswire, site monitoring and more. Control your site 24/7 without IT involvement. An alternate version with an abbreviated feature set, MediaRoom Communicator is also available.

**Social MediaRoom** ..... **\$11,995 (\$3,000 activation fee)**  
Get all of the trusted features found in the MediaRoom Strategist plus social and SEO engagement tools which allow you to integrate content from social media sites into your MediaRoom; push content to your social networks; provide your site visitors with an optimized mobile experience; tag content across your entire MediaRoom; and create custom URLs to make your content easy to recognize.

**CSR Room** ..... **\$7,995**  
CSR Room is a user-friendly Web platform and content management system that lets you quickly manage documents and assets associated with your CSR communications efforts.



## Multimedia & Broadcast PR

PR Newswire and our multimedia and broadcast division, MultiVu™, offer you numerous ways to increase the visibility and impact of your communications. These range from dynamic video and multimedia services to unparalleled reach to consumer audiences, including unique channels such as digital billboards and displays as well as numerous social networks where PR Newswire's content can be found.

### Multimedia News Releases

#### Basic Multimedia News Release (BASIC MNR) ..... from \$1,750

Combines your news release, images, downloadable materials and delivers it in a social media enabled HTML platform. Includes three images and a text release distributed to thousands of print and online publications via our top national circuits, plus access to tens of thousands of journalists and bloggers via PR Newswire's media-only Web site, and thousands of news Web sites.

#### Multimedia News Release (MNR) ..... from \$3,750

Enhance your message by integrating video, audio, graphics and hyperlinks to your release. Turn your text release into a multimedia communication with the visual excitement and additional information to engage the viewer and get your message noticed.

### Multimedia Distribution and Archiving

Editors are constantly seeking photographs and other images to enhance their coverage of news stories. Digitally transmit your images directly to the photo desks of U.S. media via AP PhotoExpress.

#### US1 + AP National ..... \$1,395 per photo and first 400 words (Premium Photo Distribution)

\$525 each additional photo, \$195 each additional 100 words

#### AP National ..... \$950 per photo

#### AP Top 100 Newspapers ..... \$650 per photo

#### AP Regional ..... \$750 per photo

#### AP State ..... \$600 per photo

All AP distributions include 1 year of archiving on the PRN Photo Archive, NewsCom and AP Archive\*, distribution to Times Square\*\* and Las Vegas\*\*\*, and Internet Photo Distribution (when accompanied by a news release).

#### Internet Photo Distribution (with news release) ..... \$275

Your photo will be rendered alongside your news release on up to 1,000 Web sites that display PR Newswire images and news releases including Yahoo!, MarketWatch, and PR Newswire for Journalists. Your image is also displayed on the Reuters Sign in Times Square

#### International Photo Products ..... Call for quote

PR Newswire can distribute your photo to more than 90 countries worldwide. All prices are per image and include PRNPhoto Archive and NewsCom archiving for one year. Individual country distributions and wire/photo packages are also available.

#### Digital Center ..... Call for quote

The Digital Center service makes storing, sharing and distributing any of your multimedia content a seamless process using a single online management system. Archive assets such as videos, photos, logos and supplemental documents.

#### Total Photo Archive\* ..... \$415 per photo

Ensure the media has access to your photos and graphics 24/7 by placing them in the PR Newswire, NewsCom and Associated Press AP Archive photo retrieval services where more than 42,000 editors seek content.

### Media Placement Services

#### Media Placement Services ..... Call for quote

Expand your reach past traditional placements. Target your audience where they live, work, travel and even exercise. Let us help you select the right vehicle to achieve your marketing and communications objectives.

Strategic TV placement on DirecTV, cable networks and local affiliates

Online Ad-words

Times Square Video

In-Flight

In-Hotels and liquor

In-Health Clubs

In-Cab

In-Store, retail, pharmacy

In-Doctors offices

In-Airport

#### Digital Outdoor Photo Distribution ..... \$500

Your photo is displayed on the Reuters Sign in Times Square and the Fashion Show Mall sign on the Las Vegas Strip. You also get a time-stamped snapshot of your image displayed on the signs. Times Square en Español also available. Additional photo packs available.

#### Times Square and Las Vegas Photo Options

(Requires a Times Square/Las Vegas distribution)

Times Square *or* Las Vegas High Res Photo ..... \$250

Times Square *and* Las Vegas High Res Photos ..... \$400

Times Square *or* Las Vegas 5-Pack ..... \$1,250

#### Network, Cable & Local Affiliate placement ..... from \$5,300

For example - CNN, WE, Local NBC, ABC, CBS and FOX affiliates

#### Online Video Distribution ..... \$1,500

Short-form marketing, informational and product videos distributed to key online video portals including, You Tube, Google Video, Yahoo! Video, Metacafe and a host of others. SEO tools help ensure consumers seeking information related to your topic come in contact with your video content online.

\*Archived images will auto-renew after the first year at a discounted rate of \$250.

\*\*The Reuters Sign in Times Square is provided through a partnership with Times Square2, a Thomson Reuters alliance.

\*\*\*Content restrictions apply

## Broadcast Services

A full suite of broadcast media solutions produced in both English and Spanish by an experienced group of media professionals with backgrounds in television, radio, print and Internet solutions. Packages include complete strategic project consultation, coordination and execution for better positioning and effective targeting of your message to your target markets.

**Electronic Multimedia Kit** ..... Call for quote  
**B-roll Packages** ..... Call for quote

## Promotional Tours

**Satellite and Radio Media Tours** ..... from \$7,000  
 Our experienced media team uses an array of tools to book your spokesperson with television stations around the country or world and extend the reach of your tour to thousands of other media points.

**Multimedia Broadcast Co-op Tours** ..... \$14,500  
 Strategic and cost-effective way to reach consumers across all media platforms.

**Multimedia Tours** ..... Call for quote  
 A combined approach incorporating TV, radio and Internet tools to reach your target audience in a multidimensional tour.

**Audio News Releases** ..... from \$7,000  
 A scripted, produced one-minute audio package with sound bites from your spokesperson and voiceover narration formatted to fit radio newscasts.

**Public Service Announcements** ..... from \$15,000  
 Creation, production, packaging and distribution of your PSA message to grab the attention of Public Affairs Directors and effectively communicate your message to television viewers.

## Production Services

### Assignment Photography

**Half-day shoots (4 hours)** ..... from \$895  
**Full-day shoots (8 hours)** ..... from \$1,595

### Video Production

**Full Day Shoot – Crew Only** ..... \$3,000  
**Full Day Shoot with Producer** ..... \$3,500  
**Half Day Shoot – Crew Only** ..... \$2,750  
**Half Day Shoot with Producer** ..... \$3,250  
**HD Full Day Shoot – Crew Only** ..... \$3,750  
**HD Full Day Shoot with Producer** ..... \$4,250  
**Edit per hour – Suite and Editor** ..... \$325  
**Producer Day Script Writing** ..... \$1,000  
**Highlight Reel** ..... from \$4,000  
**Corporate Video Production** ..... from \$5,000  
**Custom Video Production** ..... Call for quote

## Trade Show & Events

### Exhibitor Distribution Services

Trade Shows, Conferences, and events provide a unique opportunity to tell your story to media, bloggers, analysts, policymakers and consumers – as well as attendees and members. Our suite of event centric services help get your brand noticed. Benefit from online press kits, multimedia news releases, webcasting, and outdoor digital advertising.

### Online Press Kit Packages by Virtual Press Office

**Online Press Kit** ..... \$575  
 Upload of 6 documents, email distribution to worldwide industry media and measurement report

**National Exposure Package** ..... \$1,050  
 Online Press Kit + one wire distribution over US1 newswire, up to 800 words

**Web Visibility Package** ..... \$725  
 Online Press Kit + one WebMAX Plus distribution

**Social Media Package** ..... \$950  
 Online Press Kit + VPO's EventBuzz social media monitoring service

**National Video Package** ..... \$3,075  
 Online Press Kit + one video multimedia news release

**Digital Outdoor Photo Distribution** ..... \$500  
 Photo is displayed on the Reuters Sign\* in Times Square and the Fashion Show Mall sign\*\* on the Las Vegas Strip

### Event Newslines

|                                     | 400 Word News Release | Each Addtl 100 Words |
|-------------------------------------|-----------------------|----------------------|
| <b>Event US National</b> .....      | \$715 .....           | \$195                |
| <b>Event US Top Markets</b> .....   | \$520 .....           | \$145                |
| <b>Event US State</b> .....         | \$250 .....           | \$75                 |
| <b>Event Global High Tech</b> ..... | \$4,660 .....         | \$1,165              |

\*The Reuters Sign in Times Square is provided through a partnership with Times Square<sup>2</sup>, a Thomson Reuters alliance.  
 \*\*Content restrictions apply