

## PR Newswire

# United States Pricing Guide

EFFECTIVE JANUARY 1, 2003

PR Newswire is the world leader in text and multimedia news distribution, reaching 135 countries in 27 languages. Our targeting, distribution and evaluation services help you tell your story to the world. PR Newswire offers a full-time media relations staff of more than 60 researchers dedicated to creating an audience for your news, unmatched customer service and a commitment to developing innovative products and services that help communications professionals work smarter and faster.

### With every release sent via PR Newswire, you receive:

- **Free!** Editorial assistance to help spot errors and advise you of the best distribution options for your story
- **Free!** ReleaseWatch™ reports with links to your release on up to 20 Web sites
- **Free!** Media Access Reports that show hits to your news release from journalists viewing it on our media-only Web site
- Delivery to Thomson First Call® network for public companies included with every newsline

### Members may also receive:

- **Free!** Network News Recap summaries of the previous evening's newscasts
- **Free!** Media Insider industry newsletters
- **Free!** eWatch Complimentary Monitoring clips of stories mentioning your organization from selected news services

*PR Newswire is a membership organization with an annual fee of \$100.*

Call us at 888-776-0942 or contact your local account executive for more information.

E-mail: [information@prnewswire.com](mailto:information@prnewswire.com)

Web: [www.prnewswire.com](http://www.prnewswire.com)

## NATIONAL NEWSLINES

	400 Word News Release	Each Additional 100 Words
<b>US1</b> .....	\$610 .....	\$150
The most comprehensive national circuit available, US1 provides access to thousands of newspapers, magazines, national wire services, television and radio broadcast media, disclosure points, financial media, online services, databases and Web sites.		

**US1 with photo or logo** .....\$2010 .....\$150  
Your image is sent directly to photo editors nationwide.

## REGIONAL NEWSLINES

	400 Word News Release	Each Additional 100 Words
<b>Northeast</b> .....	\$310 .....	\$85
CT, DE, DC, ME, MD, MA, NH, NJ, NY, PA, RI, VT & VA.		
<b>Southeast</b> .....	\$310 .....	\$85
AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN & VA.		
<b>Midwest</b> .....	\$310 .....	\$85
IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI.		
<b>West/Southwest</b> .....	\$310 .....	\$85
AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY.		

## INTERNATIONAL NEWSLINES

### International Distribution

PR Newswire members have access to the most comprehensive global distribution network available for their news. We offer appropriate translations at no additional charge and a variety of cost-effective packages. Call your Account Executive or 888-776-0942 to request an international pricing guide.

## STATE & LOCAL NEWSLINES

	400 Word News Release	Each Additional 100 Words
<b>Northeast</b>		
New York Metro	\$220	\$55
New York State	\$230	\$60
Connecticut	\$130	\$30
Delaware (incl. Philadelphia TV)	\$130	\$30
Washington, DC Region (incl. VA, MD, DC Metro)	\$155	\$40
Maine	\$130	\$30
Maryland	\$130	\$30
Massachusetts	\$130	\$30
Boston	\$125	\$30
New England Region	\$145	\$35
New Hampshire	\$130	\$30
New Jersey	\$145	\$35
New Jersey plus key NYC	\$230	\$60
Pennsylvania	\$145	\$35
Central Pennsylvania	\$130	\$30
Philadelphia	\$125	\$30
Philadelphia Region	\$130	\$30
Pittsburgh	\$125	\$30
Western Pennsylvania	\$130	\$30
Rhode Island	\$130	\$30
Vermont	\$130	\$30
West Virginia	\$130	\$30
<b>Southeast</b>		
Alabama	\$130	\$30
Arkansas	\$130	\$30
Washington, DC Region (incl. VA, MD, DC Metro)	\$155	\$40
Florida	\$145	\$35
South Florida	\$130	\$30
North Florida	\$130	\$30
Central Florida	\$130	\$30
West Florida	\$130	\$30
Georgia	\$145	\$35
Atlanta	\$135	\$35
Kentucky	\$130	\$30
Louisiana	\$130	\$30
Mississippi	\$130	\$30
Carolinas	\$145	\$35
North Carolina	\$130	\$30
South Carolina	\$130	\$30
Tennessee	\$130	\$30
Virginia	\$130	\$30

	400 Word News Release	Each Additional 100 Words
<b>Midwest</b>		
Illinois	\$185	\$45
Chicago	\$150	\$35
Chicago area	\$155	\$35
Indiana	\$130	\$30
Iowa	\$130	\$30
Kansas	\$130	\$30
Michigan	\$175	\$45
Detroit	\$165	\$40
Minnesota	\$145	\$35
Minneapolis/St Paul	\$125	\$30
Missouri	\$130	\$30
Nebraska	\$130	\$30
North Dakota	\$130	\$30
Ohio	\$155	\$40
Cincinnati	\$125	\$30
Cleveland	\$125	\$30
Northeast Ohio	\$130	\$30
Northwest Ohio	\$130	\$30
South Dakota	\$130	\$30
Wisconsin	\$130	\$30
<b>West/Southwest</b>		
Alaska	\$130	\$30
Arizona	\$130	\$30
California	\$170	\$45
Northern California	\$140	\$35
San Francisco/Bay Area	\$135	\$30
San Jose	\$125	\$30
Silicon Valley	\$130	\$30
Southern California	\$140	\$35
Los Angeles	\$130	\$30
San Diego	\$125	\$30
Colorado	\$130	\$30
Denver	\$125	\$30
Hawaii	\$130	\$30
Idaho	\$130	\$30
Montana	\$130	\$30
Nevada	\$130	\$30
New Mexico	\$130	\$30
Oklahoma	\$130	\$30
Oregon	\$130	\$30
Portland	\$125	\$30
Pacific Northwest (AK, ID, MT, OR, WA)	\$140	\$30
Rocky Mountain (AZ, CO, MT, NM, UT, WY)	\$140	\$30
Southwest (AR, LA, OK, TX)	\$255	\$65
Texas	\$170	\$40
Utah	\$130	\$30
Washington	\$130	\$30
Seattle/Puget Sound	\$125	\$30
Wyoming	\$130	\$30

## SPECIALTY CIRCUITS

400 Word News Release	Each Additional 100 Words
-----------------------	---------------------------

### Top Markets Circuits

Targets specific geographic areas that focus on your industry. Broader distribution is available on US1.

Top Automotive Markets	\$375	\$95
Top Energy Markets	\$375	\$95
Top Entertainment Markets	\$375	\$95
Top Financial Services Markets	\$375	\$95
Top Health/Biotech Markets	\$375	\$95
Top Metals Markets	\$375	\$95
Top Tech Markets	\$375	\$95

### U.S. Hispanic Media Distribution

Serves the major daily newspapers, broadcast media and news agencies in top Hispanic markets. For maximum pickup, releases are translated into Spanish.

National Hispanic Business/General News with US1 (English)	\$450	\$115
	\$750	\$190
Regional Northeast, Southeast, Midwest, Southwest	\$250	\$70
West	\$350	\$85
Local	\$150-350	\$30-85

### Feature News Service

Transmits feature news releases to all US1 points at 5:20 a.m. and special Feature Packages at 5:00 a.m. Packages and daily features are maintained for two months on our media-only Web site.

### Consumer Features

Adds your choice of a customized consumer publications list or gift guide list from Online MEDIAtlas™ database. Also includes an interactive application that enables readers to place an order or make a purchase or reservation from your site. A report shows how many people visited your application.

### Small-Cap/OTC IRW

Delivers news from small-cap companies to the workstations of thousands of institutional investors.

### MEDIAtlas™ Microlists

Call for quote Add individual media targeting to your wire distribution the fast and easy way with predefined MEDIAtlas Microlists. Choose from among dozens of popular industry and specialty lists when you send us your release.

### MEDIAtlas™ Custom Lists

Call for quote When full-time access to the Online MEDIAtlas database does not fit your needs, let us create a custom list using the application to supplement your wire distribution.

### Environmental News Circuit

Delivers powerful reach to more than 1,300 journalists at 700 outlets who cover the environment. Media outlets include several hundred newspapers and broadcast outlets and hundreds more news and environmental magazines.

400 Word News Release	Each Additional 100 Words
-----------------------	---------------------------

### Entertainment Newline (EN1)

Delivers your news and information directly to entertainment writers and editors nationwide at newspapers and wire services, broadcast media, key consumer and trade publications and Web sites, databases and online services.

### SportsPack

Delivers your news and information to sports editors on US1, and special placement on sports-related Web sites, online services and www.prnewswire.com. Summaries of sports-related news are sent twice daily directly to the newsrooms at more than 400 television stations.

### Teen Link

Reaches teen market media with fashion, sports, entertainment, health and other topics.

### University Wire (U-Wire)

Reaches more than 500 college media outlets.

### Capital Newline

A direct link to the press corps that covers "official" Washington including national and international wire services, news syndicates, broadcast networks and the Washington bureaus of leading newspapers and magazines. PR Newswire also transmits your news to the news systems of the House, Senate and White House — reaching decision makers and their staffs.

### DC Pack

Delivers your news releases to the National Press Building and to the rack at the Press Club. Includes Capital Newline. Reaches nearly 300 newsrooms in the Washington, DC area.

## WORK FASTER AND SMARTER WITH THESE COMMUNICATIONS SOLUTIONS

### eWatch® Internet Monitoring .....from \$3,900

Track what is being said about your organization, competitors and industry on the Internet. Measure media pick-up, protect organizational reputation and keep management apprised of industry trends. eWatch offers flat rate pricing with no set up fees or per clip charges.

### L-Watch Clipping Service .....from \$800

A comprehensive Web-based Spanish and Portuguese-language clipping service. This “paperless” audit system processes and classifies more than 350 US Hispanic print and online media and more than 600 Spanish and Portuguese-language print and online media published in Latin America and the Caribbean.

### PR Newswire Photo Services

Digitally transmit your images directly to the photo desk of US publications via the AP Photo Express. Choose peak or off-peak transmissions.

**National AP 1000** ..... \$1,400 (peak)

**Regional targeting** .....from \$510

**State targeting** .....from \$325

**Archive Services:** Ensure the media has 24/7 access to your pictures and company logos. Digitally transmitted service includes free storage in NewsCom international Picture Archive and embedded delivery in text releases.

**Total Photo Archive:** Posted in NewsCom and AP Archive for over 18,000 picture users .....\$395 (Embedded in releases at no added cost.)

### ProfNet<sup>SM</sup> .....from \$500 to \$2,400

The shortest distance between expert sources in your organization and reporters working on stories for publication and broadcast. Annual membership includes daily requests by e-mail for experts from journalists plus five expert profiles and five seats for information officers.

### OnlineTrade Show Press Kit .....\$340

Post your press kit online to get maximum exposure for your news, logo, contact directory, backgrounder and white papers before, during and after the show.

### Online MEDIAtlas<sup>TM</sup> .....from \$1,695

Create, edit, save and distribute to media lists 24/7 using our Web-based global media database and automated distribution system. Updated daily, Online MEDIAtlas<sup>TM</sup> contains fully searchable contact details of more than 475,000 journalists around the world.

### Online News Archives .....from \$1,895

Link your Web site to a PR Newswire-branded archive of your releases that updates automatically, or choose an archive that mirrors the look and feel of your own site.

### Broadcast Fax and E-Mail .....Call for quote

Send news releases and information to key audiences. Includes transmission reports and list storage.

### Broadcast and Eventcast Services .....Call for quote

MultivU<sup>TM</sup>, a PR Newswire company, is your full-service source for multimedia production, distribution and measurement.

**Broadcast Services** include video and audio news releases, B-roll, satellite and radio media tours, public service announcements, in-flight video and more. All broadcast content enjoys premiere placement on the Pathfire Digital Media Gateway<sup>TM</sup> used by up to 1,000 newsrooms nationwide.

**Eventcast Services** give your event additional reach via the Web. Create greater impact and add clarity and context to your story. Options include live on-site video and audio eventcasting, dial-in audio eventcasting and on-demand video eventcasting. MultiVu eventcasts get the most comprehensive notification and distribution available.

### Multimedia News Release .....Call for quote

Enhance your message and increase recall by integrating broadcast-quality video and audio within your text release. Your MNR also includes graphics and hyperlinks to specific areas of your Web site. Turn your text release into a multimedia communication with the visual excitement and incremental information to engage the viewer and get your message noticed.

### Tbutton<sup>TM</sup> News Meter .....from \$795

Get instant qualitative feedback on product ideas, image and reputation, awareness, shareholder opinions and much more with a custom survey built to your specifications. Guaranteed response ensures your satisfaction.

