

PRWeek

Digital

ADVERTISING

Run-of Site ad units

- » Leaderboard
- » Button
- » Banner
- » Large Box
- » Breadcrumb

Interactive Custom Ad Units

- » Prestitial
- » Page Peel
- » Pushdown

Keyword Search

SPONSORSHIP

Newsletters

- » Weekly Online Edition
- » Breakfast Briefing
- » Products & Tools Newsletter
- » Healthcare Newsletter
- » Technology Newsletter
- » Careers Newsletter

LEAD GENERATION

- » Virtual Events
- » Webcasts
- » PRWeek Insight
- » Sponsored Promotion
- » Mobile
- » Webcasts



prweekus.com

Run-of-Site Ad Units

A horizontal banner for Quinnipiac University. On the left, the university's name "QUINNIPIAC UNIVERSITY" is written in white serif font on a dark blue background. To the right, the text "ADVANCE YOUR CAREER IN PUBLIC RELATIONS" is displayed in a blue sans-serif font. The background of the right side shows a smiling woman in a classroom setting.

QUINNIPIAC
UNIVERSITY

ADVANCE YOUR CAREER
IN PUBLIC RELATIONS

Leaderboard 728 x 90 px

A square logo for Blue Vision. The word "BLUEVISION" is at the top in a blue, stylized font. Below it, in smaller text, are "Media Measurement Systems", the phone number "303.750.9610", "Advanced Analytics", and the website "WWW.BLUE-MARBLE.COM".

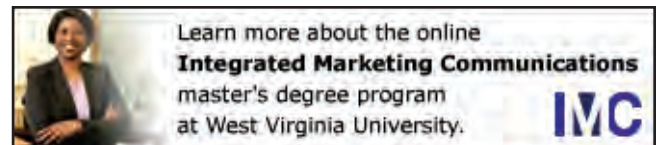
BLUEVISION
Media Measurement Systems
303.750.9610
Advanced Analytics
WWW.BLUE-MARBLE.COM

Button 120 x 90 px

A horizontal banner with a white background. On the left, the text "We can help you measure and understand it!" is written in a dark font, with "measure" and "understand" in red. To the right of the text is a row of social media icons: a computer monitor, a mobile phone, a speech bubble with an 'S', the YouTube logo, a RSS feed icon, the LinkedIn logo, the Twitter logo, and the Facebook logo.

We can help you **measure** and **understand** it!

Breadcrumb 980 x 30 px

A rectangular banner. On the left is a small photo of a woman in a business suit. To the right of the photo, the text reads: "Learn more about the online **Integrated Marketing Communications** master's degree program at West Virginia University." In the bottom right corner is the "IMC" logo in blue.

Learn more about the online
Integrated Marketing Communications
master's degree program
at West Virginia University. **IMC**

Banner 336 x 76 px

A vertical banner for Dow Jones Media Relations Manager. At the top, it says "Dow Jones Media Relations Manager™". Below that, in large, bold, black letters, is "CREATE A BIGGER BUZZ.". Underneath, in blue text, it says "Pinpoint bloggers and journalists who will tell your public relations story." At the bottom, a blue bar contains the text "LEARN MORE! DOWNLOAD OUR E-BOOK 'Monitor and Engage' now." The background features a woman's face and various social media icons.

Dow Jones Media Relations Manager™

**CREATE A
BIGGER BUZZ.**

Pinpoint bloggers
and journalists who
will tell your public
relations story.

LEARN MORE! DOWNLOAD OUR E-BOOK
"Monitor and Engage" now.

Large Box 336 x 280 px

Interactive Custom Ad Units

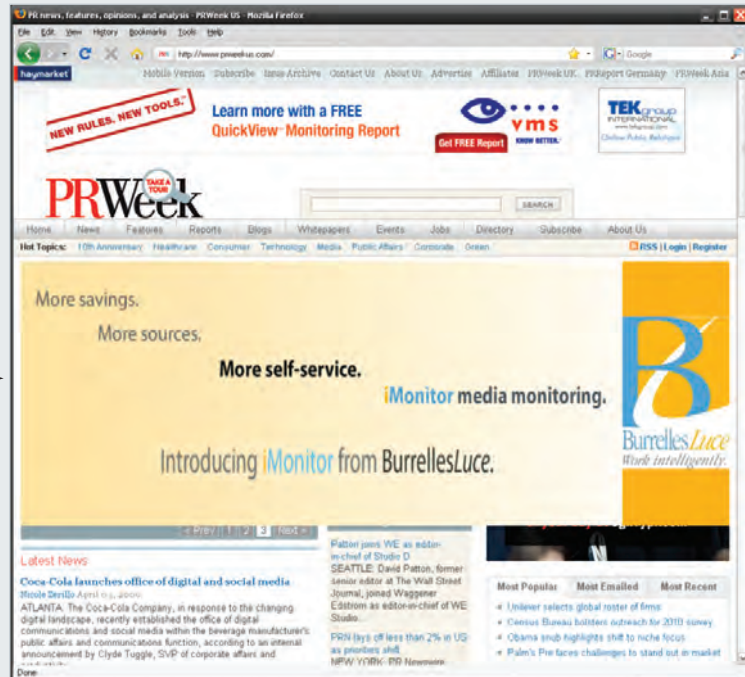
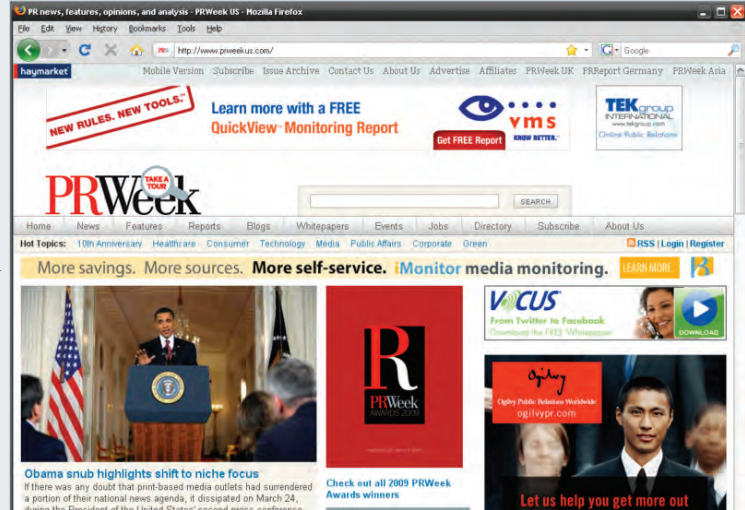


Page Peel 800 x 600 px



Prestitial 640 x 480 px

Interactive Custom Ad Units



Pushdown 980 x 418 px
(980 x 30 collapsed size)

Newsletters

The PRWeek Breakfast Briefing The PRWeek Breakfast Briefing provides all the breaking news you need about the world of communications every weekday morning.

Exclusive Monthly Sponsorship Includes:

Leaderboard 728 x 90 px

60 word text link



PRWeek BREAKFAST BRIEFING

September 13, 2010

Publicis Groupe plans to [integrate all its social media activities](#) in a new centralized unit in the style of its [VivaKi](#) media division, including social media campaigns undertaken by its PR group MS&L. Social media will continue to be handled by individual agencies, but there will be more cooperation amongst the group.

Vivaki's chief strategy and innovation officer, Rishad Tobaccowala, is leading a review that will be completed in time to implement the new strategy by 2011. He told [AdWeek](#): "It's hard to de-link social or earned media from paid and owned media. It's all related; one feeds on the other."

Also in the news:

- Glenn Beck's favorite gold company [hires Powell Tate](#) for PR.
- [Hollywood Reporter](#) to become a weekly magazine.
- Apple confirms it has ended its [free iPhone 4](#) case offer.

Latest News

Citizenship is a key issue for Latinas interacting online

MIAMI: BodenPR, which specializes in Hispanic PR, launched a series of studies analyzing the Latina market, to discover what issues move and inspire Latinas in the US.

Shift wins Logitech's video business

FREMONT, CA: Logitech hired Shift Communications, following a competitive review, to handle PR and social media for its consumer and b-to-b video divisions.

Bite announces two more senior-level hires

SAN FRANCISCO: Bite Communications named Simon Mathews SVP, head of digital strategies, and Caroline Kawashima VP, focused on corporate communications.

[more »](#)

On the Cycle

UN looks to Angelina Jolie for Pakistan flood effort

The United Nations is hitting up the star power of movie actress Angelina Jolie to raise money for the victims of the recent Pakistan floods.

[more »](#)

Steve Barrett on PR

PR takeover fever set to continue into the fall

Takeover fever has swept the world of PR agencies in the last seven days. As previously discussed, the market is heating up again and there are several predators on the lookout for agencies of all sizes to swallow up.

Advertisement

A steel company wanted to battle a severe drought. So partnering with Ogilvy PR, BlueScope Steel created the "Tank a Day" Challenge.

By teaching Aussie kids about water conservation, BlueScope and Ogilvy help save 90 million liters of water each year.

Tap Ogilvy to create your company's next success story. It starts at [ogilvypr.com](#)

News Briefs

[Nonprofits add CMO positions](#)
[Altec Lansing hires MWW Group](#)
[Ruder Finn hires former employee Zaback](#)

[more »](#)

Featured Job

PRWeek JOBS

Formula PR -
Director of Public Relations -
San Diego, CA

2010 Cause Survey

PRWeek is looking for in-house corporate communications and marketing pros to take the 2010 Cause Survey. For each survey taken, we'll donate \$5 to the charity of your choice. [Click here to take the survey.](#)

PRWeek Awards 2011

Weekly Newsletters

Healthcare Newsletter keeping readers informed of all breaking issues affecting the healthcare and health/wellness market, from the FDA to Big Pharma (7,500 opt-ins)

Technology Newsletter featuring news and analysis on new marketing campaigns and emerging issues in the technology space, as well as technology-focused briefs and blog posts (5,000 opt-ins)

Products & Tools Newsletter providing news and features geared towards the strategies, people, products, and platforms at the forefront of the PR industry including the rapidly developing world of social media (12,000 opt-ins)

Careers Newsletter (deployed monthly) bringing together top industry information and insights from PR and recruitment experts on how to start and build a career in the rewarding profession of communications (15,000 opt-ins)

Exclusive Monthly Sponsorship Includes:

Leaderboard 728 x 90 px

Skyscraper 120 x 600 px

The image shows a screenshot of the PRWeek Careers Newsletter with several advertising spots highlighted by arrows and labels:

- Leaderboard 728 x 90 px:** A banner at the top for NYU SCPS M.S. in Public Relations and Corporate Communication, featuring the NYU logo, the program name, and a "LEARN MORE" button.
- Skyscraper 120 x 600 px:** A vertical sidebar on the right side of the newsletter, also for NYU SCPS M.S. in Public Relations and Corporate Communication, featuring the NYU logo and the program name.
- 60 word text link:** A link in the "Careers Content" section: "LinkedIn to expand internal PR team".

The newsletter content includes:

- PRWeek Careers Newsletter** logo
- Top Jobs of the Month** section with job listings:
 - Director of Events & Planning** - Confidential - New York, New York
 - Public Relations Manager** - Meebco - Mountain View, California
 - Manager, Media & Communications** - ASPCA-New York, New York
 - PR & Communications Specialist** - HL Group - New York, New York
 - PR Associate** - Sloane & Company - New York, New York
- Advertisement** section:
 - The PRWeek Education Program of the Year 2009 and 2010.**
 - The Master of Science in Public Relations and Corporate Communication** at NYU-SCPS provides unparalleled access to the business, media, and communication resources of the world's leading city. Our faculty includes accomplished PR and corporate communication professionals, whose real-world insight and expertise will prepare you for success in this dynamic field. Visit <http://www.scps.nyu.edu>
- Careers Content** section with a link: "LinkedIn to expand internal PR team"
- PRWeek Career Guide** link
- To post a job on PRWeekJobs.com click here.**

Weekly Online Edition

PRWeek PRWeek's Weekly Online Edition features the latest PR industry news, analysis, campaigns, opinion, video, and *The PRWeek* podcast.
Published every Friday at 12pm EST, available only to PRWeek subscribers.

Leaderboard 728 x 90 px

Engage now with the free white paper, "PR rising." [ENGAGE NOW >](#)

ENGAGE OPPORTUNITY EVERYWHERE

PR Newswire
United Business Media

PRWeek

Weekly Online Edition



Rolls-Royce's silence has both pros and cons

Rolls-Royce has taken a very cautious approach to its external relations, after one of its Trent 900 engines disintegrated mid-flight on the world's biggest commercial jetliner.

PRWeek Column



H&K merger shows influence of public affairs

Jalmy Lee
The news that Hill & Knowlton and Public Strategies are merging reflects the increasing demand for senior-level public affairs counsel in the US.

Campaign

Baskin-Robbins gives flavors the "deep-freeze"

For Baskin-Robbins' 65th anniversary, Dunkin' Brands and AOR Schneider Associates created a campaign to celebrate the ice cream brand's history, current relevance, and future.

Podcasts

[Click here](#) to listen to this week's edition of our weekly podcast, *The PR Week*.

This week's topics include: the Hill & Knowlton and Public Strategies merger, the Barneys and Food Network collaboration, and Ogilvy's health information survey.

Opinion

Using the "40 Under 40" in the classroom

Bruce Berger

November 19, 2010

PRWeek's weekly online edition features the latest PR industry news, analysis, campaigns, and information. It is published every Friday at 12 pm EST, available only to PRWeek subscribers.

In This Issue

- News Analysis
- Campaign
- Guest Column
- Op-Ed
- Video
- And more...

Advertisement

PR professionals, get social media fit! Extreme Social Media Workouts: **SM 10X30** – free from Marketwire. Transform yourself into a social media powerhouse: 10 days, 30 minutes a day. Choose your training track, and follow a new step-by-step workout every day. In two weeks, you'll be stronger and more confident with your social media skills. Don't wait. [Sign up now.](#)

Top News Headlines

Chevy to invest \$40 million in clean energy projects

DETROIT: PR will play a major role in helping General Motors launch a new multi-year environmental sustainability program for Chevrolet.

Dyson hires M Booth as AOR

CHICAGO: UK-based Dyson hired M Booth as its US AOR, following a competitive review that began this summer.

(3) 60 word text links




PRWeek Insight Sponsorship

PRWeek Insight provides the ideal opportunity to deliver research and white papers, demonstrate expertise, and share thought leadership with 12,000 PR and communications decision-makers.

E-mailed to opt-in subscribers, PRWeek Insight is an effective way to distribute research results, best practice guides, and analysis of critical issues to key communications professionals, all from the trusted brand of PRWeek.


Be seen as a key opinion former in your field and attract new business from decision-makers with PRWeek Insight.

PRWeek Insight



Considerations for Building a Better Online Newsroom

Every organization needs an online newsroom. It's the central communications headquarters for all of your company's news and information and can help start your conversation with media, bloggers, consumers and influencers. So, how do you make the most of this important communications platform? In this Business Wire guidance report, Vice President of Web Communications Services Ibrey Woodall reviews ten important considerations — from how to manage your content to what you should choose for your newsroom's URL — for building a better online newsroom.



Ibrey Woodall
Business Wire Vice President of
Web Communications Services

[download guidance report now to read more](#)

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Sponsored Promotion

With its premium audience of PR and communications professionals in the client and agency worlds, PRWeek offers you the opportunity to exclusively convey the message of your choice through a sponsored e-mail promotion.

This e-mail is sent under the heading of PRWeek, which ensures brand authority and deliverability. Companies are now able to grab a prospective client's attention with limited restriction of content. Promotion examples include, but are not limited to, webcasts, event exhibition, special announcements, new product launches, congratulatory advertisements, anniversaries, and new business wins.

A message from one of our sponsors **PRWeek**

Please [click here](#) to view this message in your browser.

ENTRIES CLOSE AUGUST 31!

When Your Product Wins, You Win.

Winners Using the POY Seal

- Windex: Cleans the widest variety of surfaces
- Clairol: High gloss color in just 10 minutes
- Organics: Organic Four Cheese Stone Baked Pizza
- Neutrogena: Skin care products
- Cesar: Soft Bites Flat Mignon Taster
- Sprite: Naturally sweetened

Consumers Vote. Sales Increase.

Product of the Year is the only consumer product award that rewards innovation and is voted on by consumers. It's not only a prestigious award, but a proven ROI tool as well. Over the past 24 years our winners have enjoyed an average increase in sales of 10-15%. There is simply no better way to stand out from the competition than to have the approval of 60,000 American shoppers.

Now calling all innovators! Enter to win the profits and the prestige today.

ENTER TO WIN

***2010 Winners**

In Partnership With

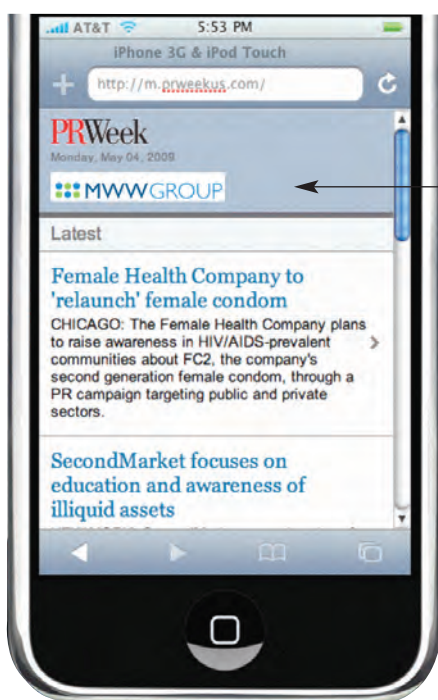
- tns
- THE ULTIMATE SUPERMARKET GURU
- AdweekMedia
- SN

Questions? Contact us at 212-213-0600 or visit productoftheyearusa.com

NEW

Mobile Sponsorship mobile.prweekus.com

Reach a targeted, on-the-go audience through an exclusive sponsorship opportunity that enables you to attach your brand to PRWeek's popular mobile-optimized content service.



Mobile ad unit 216 x 36 px



Frequency	Cost
1 Month	\$525
3 Months	\$473
6 Months	\$420
12 Months	\$368

Webcasts

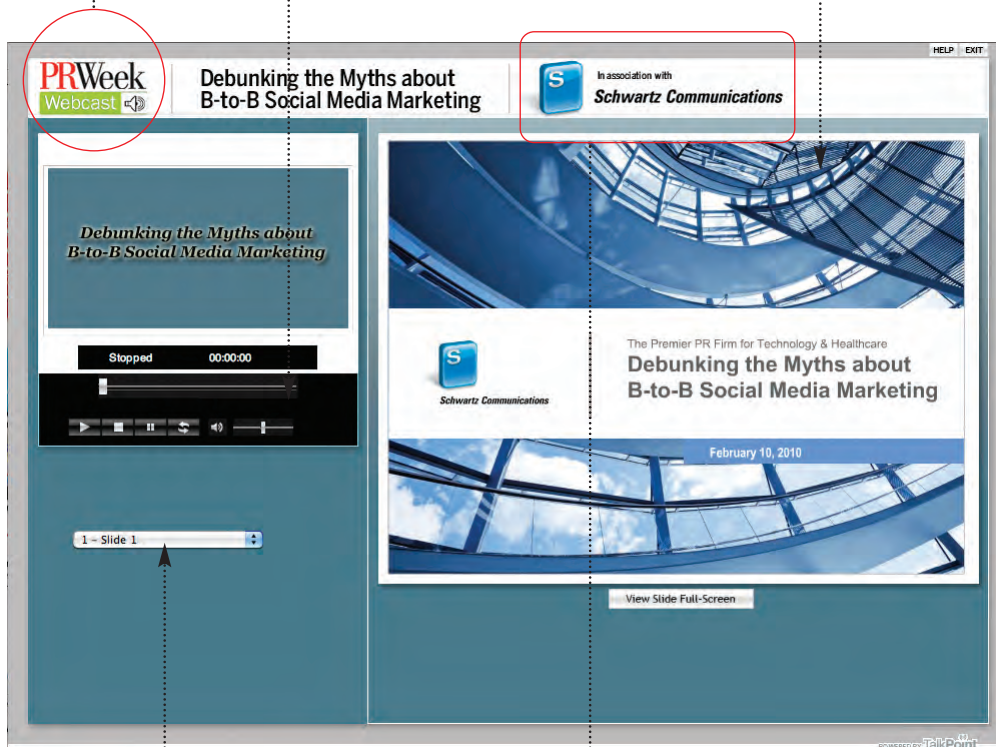
PRWeek webcasts are an authoritative and interactive marketing opportunity for advertisers, allowing you to demonstrate thought leadership to a captive audience. Led by a PRWeek senior editor, webcasts feature some of the most respected communications executives. Webcasts deliver unique content directly to the desktops of qualified business leads.

Sponsoring a PRWeek webcast develops high-qualified leads culled from PRWeek's top-level audience in an educational and informative atmosphere.

1
PRWeek's editorial team guarantees a credible presentation

2
Streaming audio moderation by PRWeek's senior editorial staff helps deliver an authoritative program

3
A PowerPoint presentation accompanies the audio to emphasize particular points



4
Events can be viewed both live and on-demand after the event

5
Advertiser logo receives prominent promotion throughout the entire program

Webcasts

PRWeek offers two exclusive webcast sponsorship packages to effectively meet your marketing objectives.

EDITORIAL FORMAT

» Content Creation & Discussion

- PRWeek responsible for content details.
- A senior PRWeek editor moderates the discussion.

» Panel Participants

- PRWeek responsible for panel recruitment.
- Sponsor not part of panel discussion.

» Sponsor's Speaking Opportunity

- Sponsor is allotted 10 minutes at the end of the discussion to address the audience and demonstrate thought leadership.

» Cost

\$15,000 (net)

» Notes

- Program guests and topics subject to change. PRWeek reserves right to select host.
- Sponsor understands it has no control or prior review over editorial content presented in each webcast segment.

PARTNER FORMAT

» Content Creation & Discussion

- Sponsor responsible for content details.
- A senior PRWeek editor will make the introduction and oversee the webcast.
- PRWeek directs and hosts the webcast, but will not be a participant in the content discussion.

» Panel Participants

- Sponsor is responsible for recruiting panelists.

» Sponsor's Speaking Opportunity

- Sponsor participates in panel discussion, enabling the opportunity to demonstrate thought leadership throughout the discussion.

» Cost

\$12,000 (net)

» Notes

- Program guests and topics are a collaboration of PRWeek and Sponsor.
- Sponsor understands it has control of editorial content presented in each webcast segment.

- Comments expressed by the host, guests and webcast attendees are their personal opinions and are not necessarily those of PRWeek.
- No attempt shall be made to control, influence or edit such commentary.
- PowerPoint slides must be submitted to PRWeek Events at least one week prior to the event date. Slides cannot contain special fonts or animations as it will not appear properly during the webcast.
- All production fees for the webcast are included.

PROMOTIONAL ELEMENTS

» Event Promotion

- Text ads in PRWeek's Breakfast Briefing and sector appropriate e-Newsletters.
- Outbound promotional email messages to opt-in list.
- Run-of-Site advertising on PRWeekus.com.
- "From Our Sponsor" paragraph in all attendee registration and confirmation emails.
- Inclusion in all PR supporting and promoting the webcast.

» Lead Generation & Post-Promotion

- Sponsor logo remains on the screen in the webcast viewer at all times.
- Participants will be asked to opt in for sponsor information during registration and at the conclusion of the broadcast.
- Sponsor receives the full list of registrants, including contact information.
- Webcast is archived and available for viewing for 180 days on PRWeekus.com and the Sponsor's Web site.

TERMS & CONDITIONS

Payment/Billing Terms: 50% due within 30 days of signing; 50% due 30 days before webcast.

Cancellation Notice: 50% non-refundable advance deposit. In the event of cancellation, written notice is required 60 days prior to the event date, after which time full payment will be due.