

# 2024 Pricing Guide

Effective January 1<sup>st</sup>, 2024

## Engage Media & Journalists

To impact your target audience, you need to reach the media influencers they trust. From traditional media, industry trades, and blogs—our global distribution network has been the largest, most robust newswire for more than 70 years. All Cision PR Newswire newswires include direct distribution into newsrooms, online syndication, and PR Newswire for Journalists, our exclusive members-only community where over 290,000 journalists, bloggers, & influencers use our exclusive newsroom to find story leads. Access all of this and more with a PR Newswire membership.\*

MEMBERSHIP	FLAT RATE (ANNUAL)	
<b>12-Month Membership*</b>	\$305	
<b>NATIONAL</b>	<b>400 WORD NEWS RELEASE</b>	<b>EACH ADDT'L 100 WORDS</b>
<b>US1</b>	\$1,020	\$325
<b>TOP MARKETS &amp; REGIONAL</b>	<b>400 WORD NEWS RELEASE</b>	<b>EACH ADDT'L 100 WORDS</b>
<b>Top Markets</b> Automotive, Cannabis, Energy, Entertainment, Finance, Health, Tech, Metals, Public Interest	\$790	\$235
<b>Northeast</b> CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT & WV	\$715	\$205
<b>Southeast</b> AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN, & VA	\$715	\$205
<b>Midwest</b> IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI	\$715	\$205
<b>West/Southwest</b> AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY	\$715	\$205
<b>STATE &amp; LOCAL</b>	<b>400 WORD NEWS RELEASE</b>	<b>EACH ADDT'L 100 WORDS</b>
<b>DC Region</b>	\$590	\$175
<b>New York Metro</b>	\$590	\$175
<b>New York State</b>	\$590	\$175
<b>New Jersey plus key New York City</b>	\$590	\$175
<b>All other state/local options</b>	\$460	\$170
<b>INTERNATIONAL</b>	<b>400 WORD NEWS RELEASE</b>	<b>EACH ADDT'L 100 WORDS</b>
PR Newswire reaches more than 170 countries in more than 40 languages. Additional international options are available. Please contact your sales representative for more information.		
<b>Premier Global</b> US1, Canada Bilingual, Full Latin America, Pan Europe, Pan Asia, Arabic Middle East, Israel, Africa English Only † English, Arabic, Chinese (Simplified and Traditional), Czech, French, German, Hebrew, Indonesian, Japanese, Korean, Malay, Polish, Portuguese, Russian, Slovak, Spanish, Thai, Vietnamese	\$10,375	\$2,760
<b>World General Media</b> US1, Canada Bilingual, Full Latin America, Europe General News, Asian General Media † English, Chinese (Simplified and Traditional), French, German, Japanese, Korean, Malay, Portuguese, Spanish, Thai	\$6,070	\$1,670
<b>Global Crypto &amp; Financial Markets Premium:</b> Comprehensive distribution to major crypto/blockchain outlets, financial media, newsrooms, syndication partners, PRNJ journalists and influencers, and more in U.S., Canada, Europe, India, LatAm, Africa & Asia. † English, Chinese (Traditional), Dutch, French, German, Italian, Indonesian, Vietnamese, Portuguese, Spanish (LatAm and Spain)	\$5,600	\$1,500
<b>World Financial Markets</b> US1, Canada Bilingual, Full Latin America, European Financial Markets, Asian Financial Markets † English, Chinese (Simplified and Traditional), Dutch, French, German, Japanese, Portuguese, Spanish	\$5,760	\$1,535
<b>Pan Europe</b> Albania, Armenia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Gibraltar, Greece, Greenland, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, United Kingdom † English, Czech, French, German, Polish, Russian, Slovak, Spanish	\$4,285	\$1,165
<b>Pan Asia</b> Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam † English, Chinese (Simplified and Traditional), Japanese, Korean, Indonesian, Malay, Thai, Vietnamese	\$4,285	\$1,165

† Translated and distributed in

\*PR Newswire is a membership organization subject to an annual fee. Discounted membership rates may be available.

Note: Fees do not include taxes. Invoices will reflect any applicable taxes.

## Expand Digital Footprint

Organically reaching new audiences is challenging. Cision syndicates your content to thousands of major media, trade, and regional websites and blogs. Paired with our industry-leading search engine visibility and multimedia distribution network, Cision helps brands boost awareness from new and targeted audiences.

ONLINE SYNDICATION & TARGETED PLACEMENTS	FLAT RATE
<b>WebMax</b> Distribution to our U.S. online syndication network.	\$665
<b>AP News</b> Syndicate your news with direct placement on AP News.	\$310
GUARANTEED PAID PLACEMENTS	FLAT RATE
Amplify your story and reach a broader audience on premium U.S. websites by supplementing your press release distribution with Guaranteed Paid Placement.	
<b>Industry Campaign: Basic</b> Placement on a minimum of 3 premium industry websites generating 30K impressions and receive a proof of placement report <i>Industries available: Business, Entertainment, Health &amp; Fitness, Retail, Tech, Travel, Automotive, Food &amp; Drink, Home &amp; Garden, Style &amp; Fashion</i>	\$525
<b>Industry Campaign: Plus</b> Placement on a minimum of 6 premium industry websites generating 60K impressions and receive a proof of placement report <i>Industries available: Business, Entertainment, Health &amp; Fitness, Retail, Tech, Travel, Automotive, Food &amp; Drink, Home &amp; Garden, Style &amp; Fashion</i>	\$1,050
<b>National Campaign</b> Placement on a minimum of 6 premium websites generating 60K impressions and receive a proof of placement report	\$1,050
<b>Custom Campaign</b> Customize your campaign with industry targeting, audience persona targeting, headline A/B testing, and received a detailed campaign report	Starts at \$3,150
MULTIMEDIA	FLAT RATE
Increase engagement with key audiences by including logos, videos, images, audio and PDFs to display with your text content.	
<b>Logo</b> Your logo will appear on up to 2,200 sites with your content and will be archived for unlimited reuse at no charge for one year.*	\$595
<b>Image, Video, Audio</b> Embed multimedia content with your release on up to 2,200 sites.	\$490
<b>International</b> Add an image or video to any multi-region package.	\$735
<b>Additional Multimedia</b> Include additional rich content at a reduced rate.	\$380
<b>Multicultural Image or Video</b> Embed multimedia content with your multicultural distribution.	\$490
<b>Multicultural + Basic Bundle</b> Embed multimedia content with your multicultural + general market package.	\$595
<b>PDF</b> Include downloadable documents to supplement your release.	\$490
CONNECT WITH EXPERTS	FLAT RATE
<b>ProfNet</b> Gain more visibility for your campaign and spokespeople by tapping into a source for reporters looking for quotes and commentary from knowledgeable sources.	Pricing Varies

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INTERNATIONAL	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<b>Full Latin America</b> Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico and Dominican Republic † Portuguese, Spanish	\$1,840	\$560
<b>Pan Africa</b> Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Central African Republic, Chad, Comoros, Congo Republic, Djibouti, DR Congo, Egypt, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Maldives, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, Senegal, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe † English, Arabic, French	\$1,840	\$560
<b>US1 + Canada Bilingual</b> † English, French	\$1,530	\$370
<b>US1 + UK</b> English	\$1,530	\$370
<b>US1 + China</b> † English, Chinese (Simplified)	\$1,545	\$375
MULTICULTURAL	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<b>Multicultural Markets plus US1</b> Target Hispanic, African American, Asian American and Native American media in the U.S. alongside national general media distribution. † English, Spanish, Chinese (Simplified and Traditional)	\$2,045	\$435
<b>Multicultural Markets</b> Target Hispanic, African American, Asian American and Native American media in the U.S. † English, Spanish, Chinese (Simplified and Traditional)	\$1,360	\$330
<b>National Hispanic plus US1</b> Target Hispanic audiences in English and Spanish with guaranteed online placements and distribution to influencers via email in addition to national general media distribution. † English, Spanish	\$1,365	\$370
<b>National Hispanic</b> Target Hispanic audiences in English and Spanish with guaranteed online placements and distribution to influencers via email. † English, Spanish	\$800	\$235
<b>North American Chinese</b> Distribution to hundreds of Chinese-language publications in the U.S. and Canada, with selected Chinese-language websites in Hong Kong and Taiwan. † Chinese (Simplified and Traditional)	\$480	\$140
<b>African American</b> Distribution to key newspapers, magazines, national wire services, broadcast media, online services, databases and websites serving the African American market.	\$405	\$130
<b>Select State/Local Hispanic</b> California, Florida, Texas, New York, Arizona, Illinois	\$405	\$130
INFLUENCER & SOCIAL	FLAT RATE	
<b>Cision Influencer Lists</b> Increase influencer visibility with our curated lists of journalists by industry or demographic.	Pricing varies	
<b>SocialBoost</b> Boost press release sharing with our embedded social sharing tool. Drive conversations, amplify organic sharing, control your brand's story, and track social media engagement metrics.	\$120	

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## Elevate Owned Media

Owned media allows you to control the context of your brand, helping to boost awareness and build trust. Content creation requires time and resources. Through our award-winning solutions, Cision helps brands create engaging experiences.

MULTIVU	
MultiVu is the strategic team at Cision dedicated to the creation and targeted distribution of creative content. Please call for a price quote.	
<b>Satellite and Radio Media Tours</b> Deliver your story to targeted audiences in television and radio markets by consulting with MultiVu.	
<b>Creative Services</b> MultiVu Creative's award-winning consultative and holistic approach helps you manage the creative process every step of the way. From concept development, scripting and storyboards, to complete animation or on-location shoots, and through post-production, our team of creative experts guide you from start-to-finish.	
<b>Public Service Announcement</b> Direct attention to your cause with a customized Public Service Announcement (PSA) project developed, executed, hosted and distributed by MultiVu's award-winning creative and media strategy teams.	
<b>Strategic Placements</b> Target audiences no matter where they are and boost awareness for your brand's messages. We offer placement on DirecTV, cable networks, local affiliates and out of home options.	
<b>Social Video</b> A digital marketing campaign that repurposes existing content such as a press release, blog post, article, or report and transforms it into a 30 - 45 second social-media-friendly video. The video is then published on PR Newswire's Facebook and Instagram channels and promoted on social media resulting in guaranteed views.	\$5,775 50k views \$10,450 100k views \$15,700 250k views
MULTICHANNEL SOLUTIONS	
<b>Multichannel News Release</b> Drive influencer and audience engagement with branded landing pages and content promotion. Includes custom designed landing page, press release distribution to US1, guaranteed page views, social promotion and online video distribution. Please call for a price quote.	Starts at \$5,775
MEDIA ROOMS	FLAT RATE
<b>MediaRoom</b> A custom, fully branded, and integrated news website that helps you drive interaction with media, clients and stakeholder communities. The Cision hosted MediaRoom helps you aggregate diverse content and brand stories and propel additional online visibility. The MediaRoom offers rich multimedia libraries, photo and video hosting and display, sub-second press release automation, and robust, granular social media integration and sharing capabilities. <i>Additional options for hosting broadcast and HD video content and other multimedia services are also available - please call for a price quote.</i>	\$18,205 \$6,180 setup fee
<b>CampaignRoom</b> The Cision CampaignRoom is a dedicated, customizable website that houses your most valuable campaign content throughout the lifetime of your organization's campaign, allowing you to drive engagement, demonstrate ROI, and provide a digital space to run paid and outbound activities against.	Starts at \$26,750
<b>News Archive</b> Ensure that your site's information is 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.	\$5,510
<b>News Feed</b> An automated feed of your news sent via PR Newswire through an XML web service which you can present in a variety of formats and locations.	\$2,475 annually
TRADE SHOWS & EVENTS	
Rely on Cision to help you maximize your trade show and event presence, whether that's in person or virtual. We tailor our unmatched distribution network and pair it with our robust microsite management platform to help you tell your story in the right way to the right audience.	
<b>Digital Press Kits</b> Create an online microsite showcasing your event news and assets while reaching registered media with your story.	
<b>Event Visibility Packages</b> To impact your target audience, you need to reach the media influencers they trust. From traditional media and industry trades to blogs and websites, we've created custom distribution packages which give you the right audience reach combined with an online press kit to host your event-related news and assets.	

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## ESG Solutions

Environmental, Social, and Governance (ESG) criteria adds another chapter to your company's story. Investors are more focused than ever on sustainability and governance initiatives. Keep investors and important stakeholders informed of your ESG strategy with Cision's solutions.

ESG DISTRIBUTION	400 WORD NEWS RELEASE	EACH ADD'L 100 WORDS
Distribute to a real-time audience of ESG Stakeholders – from top tier news and financial media, investor community, rankings and rating agencies, along with thought leaders and consumers dedicated to evaluating an organization's collective care for social and environmental factors.		
ESG Specialty Market – U.S.	\$1,545	\$375
ESG Specialty Market – North America	\$2,045	\$415
ESG WEBSITE	FLAT RATE	
A Cision-hosted website that allows a company to showcase ESG highlights and make ESG resources easily accessible in one place. When using PR Newswire, every ESG specific press release will post directly to the ESG Website at the time of distribution through a direct, automated connection.		
ESG Website (Custom)	\$21,350 \$6,180 Setup Fee	
ESG Website (Template)	\$12,360 \$2,355 Setup Fee	
DE&I WEBSITE	FLAT RATE	
DE&I Website (Template)	\$8,500	

## Cision IR

Cultivate shareholder confidence through an integrated suite of data-driven investor relations communications tools. From taking your company public through ensuring transparent shareholder communications and fulfilling regulatory requirements, Cision IR provides full-service, flexible offerings that are scaled to meet your IR and compliance needs.

IR WEBSITE	FLAT RATE
A secure, fully-hosted compliance microsite enables the automatic flow of disclosure, stock, and SEC filing data to provide analysts, researchers, media and shareholders the information they need, when they need it.	
IR Website	\$18,205 \$6,180 Setup Fee
IR WEBCASTING	FLAT RATE
Quickly and easily communicate with key stakeholders using the power of webcasting.	
Audio Only Webcast from Conference Call With viewer-controlled slides With presenter-controlled slides	\$1,235 \$1,630 \$2,190
Customized, live, on-site webcasting from meetings, investor days, and packages are also available	Call for consultation
IR TELECONFERENCING	FLAT RATE
Customizable, top of the line teleconference services to streamline shareholder communication.	
Media Pass Pricing varies by number of callers	Call for consultation
Transcriptions 24-hour turnaround time 48-hour turnaround time	\$435 per hour of content \$310 per hour of content
MARKET LISTS	FLAT RATE
Directly reach more than 400,000 industry-specific investors and analysts from financial institutions spanning North America, Europe, Asia-Pacific and Latin America.	
Market Lists	\$260 per industry, per region

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# Cision Communications Cloud™

Marry your content distribution into the Next Gen Cision Communications Cloud™ to bring together your entire earned media workflow from crafting and distributing strategic content to identifying key media contacts to measuring meaningful impact.

<b>Cision Connect</b>	Gain access to a powerful media and social influencer discovery and communications solution to help you improve your earned media outreach, build better relationships, and secure more coverage.
<b>Cision Monitoring</b>	Get the full picture of your company's brand reputation with powerful insights across 100+ million sources including global print, online, broadcast, podcast and social.
<b>Cision Analytics</b>	Visualize and showcase the performance of your earned media program with intuitive, sharable analytics that tracks campaign progress, attributes business value and demonstrates earned media ROI.
<b>Cision Insights</b>	Partner with the largest team of communications experts in every major vertical to develop KPIs that matter most to your business, analyze what your audience is saying, and make your communications data actionable.
<b>Cision Impact</b>	Stop measuring by proxy and potential and start measuring with metrics you can validate. Get to know the individuals who consume your earned media across the web with custom personas. Analyze downstream impact to understand how media coverage influences customer behavior and drives ROI.

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