

Rate Card (Effective April 1, 2019)

SINGLE PRESS RELEASE DISTRIBUTION SERVICES

| TYPE | DESCRIPTION | RATE |
|-------------------|--|---------|
| Premium | Includes distribution to 250+ news and media sites | \$119 |
| Premium Plus | Distribution to 1000s of news and media sites via PRNewswire <i>(includes Premium network)</i> | \$359 |
| State Newswire | Targeted distribution to traditional media for a selected State (400 word count) <i>(Additional 100 words charged at \$125)</i> | \$699 |
| National Newswire | Distribution to traditional media across the US (400 word count) <i>(Additional 100 words charged at \$225)</i> | \$1,199 |
| Premium Financial | Targeted distribution to financial media and related channels <i>(includes Premium network)</i> | \$779 |

MEDIA OUTREACH

| TYPE | DESCRIPTION | RATE |
|-------------------------|---|-------|
| Targeted Media Campaign | Increase your targeted reach with a custom media list and pitch <i>(includes Premium Distribution)</i> | \$499 |

WRITING SERVICES

| TYPE | DESCRIPTION | RATE |
|------------------------|--|-------|
| Press Release Writing | 400-500 word press release | \$249 |
| Press Release Revision | Review and revision of a pre-written press release | \$149 |
| Pitch Writing | Professionally written pitch customized to your campaign | \$119 |

ADDITIONAL PRODUCTS AND SERVICES

| TYPE | DESCRIPTION | RATE |
|-------------------------|--|------------------|
| Newsroom | Customized newsroom for your corporation or organization | Call for Pricing |
| Newswire Engage | Full media database access plus features | Call for Pricing |
| Geotargeted Media Lists | Industry lists of high-value regional lists | \$99 |
| Social NewsBuzz | Social campaign to extend reach to state media contacts | \$99 |

SAVE BIG WITH MEMBERSHIP PLANS

| TYPE | DESCRIPTION | RATE |
|---------------------|--|-------------|
| Professional Plan | <ul style="list-style-type: none"> • 2 Premium PRs per month • 1 Complimentary Industry List per release* • 10% Member Discount on all Newswire Services such as Writing, Editing and Media Outreach Campaigns | \$199/month |
| Small Business Plan | <ul style="list-style-type: none"> • 4 Premium PRs per month • 1 Complimentary Industry List per release* • 15% Member Discount on all Newswire Services such as Writing, Editing and Media Outreach Campaigns | \$349/month |
| Enterprise Plan | <ul style="list-style-type: none"> • 10 Premium PRs per month • 1 Complimentary Industry List per release* • 25% Member Discount on all Newswire Services such as Writing, Editing and Media Outreach Campaigns | \$749/month |

* Additional lists can be purchased if required. Annual agreements include access to Media Monitoring.