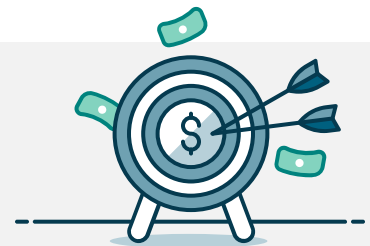


# 2019 PRICING GUIDE

EFFECTIVE FEBRUARY 1, 2019

## TARGET 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 60 years. All Cision PR Newswire newswires include: direct distribution into newsrooms, Online Syndication and PR Newswire for Journalists, our exclusive members-only community of more than 41,000 influential journalists and bloggers.



## NATIONAL DISTRIBUTIONS

	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<b>US1</b>	\$825	\$260
<b>US1 + Social Post</b>	\$895	\$260

## STATE & LOCAL

	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<b>New York Metro</b>	\$445	\$140
<b>New York State</b>	\$445	\$140
<b>New Jersey plus key NYC</b>	\$445	\$140
<b>All other state/local options</b>	\$355	\$140

## REGIONAL & TOP MARKETS

	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<b>Top Markets</b> Target specific geographic areas that focus on your industry	\$605	\$175
<b>Northeast</b> CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT & WV	\$585	\$165
<b>Southeast</b> AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN, & VA	\$585	\$165
<b>Midwest</b> IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI	\$585	\$165
<b>West/Southwest</b> AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY	\$585	\$165
<b>New England</b> CT, ME, MA, NH, RI & VT	\$475	\$140
<b>Pacific Northwest</b> AK, ID, MT, OR & WA	\$475	\$140
<b>Southwest</b> AR, LA, OK & TX	\$475	\$140
<b>Washington DC Region</b> DC, MD & VA	\$475	\$140

## INTERNATIONAL DISTRIBUTIONS

Cision Distribution reaches more than 170 countries in more than 40 languages. Additional international options are available. Please contact your sales representative for more information.

	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<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	\$8,550	\$2,200
<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	\$5,000	\$1,350
<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	\$4,700	\$1,250
<b>Pan Europe</b> Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, UK, Uzbekistan † English, Czech, French, German, Polish, Russian, Slovak, Spanish	\$3,500	\$950
<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	\$3,500	\$950
<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	\$1,500	\$450
<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	\$1,500	\$450
<b>US1 + Canada Bilingual</b> † English, French	\$1,250	\$300
<b>US1 + UK</b> † English	\$1,250	\$300
<b>US1 + China</b> † English, Chinese (Simplified)	\$1,250	\$300

## MULTICULTURAL DISTRIBUTIONS OPTIONS

	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)	\$1,645	\$345
<b>Multicultural Markets</b> Target Hispanic, African American, Asian American and Native American media in the U.S. † English, Spanish, Chinese (Simplified and Traditional)	\$1,100	\$275
<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	\$1,100	\$295
<b>National Hispanic</b> Target Hispanic audiences in English and Spanish with guaranteed online placements and distribution to influencers via email. † English, Spanish	\$650	\$185

† Translated and distributed in

### MULTICULTURAL DISTRIBUTION OPTIONS

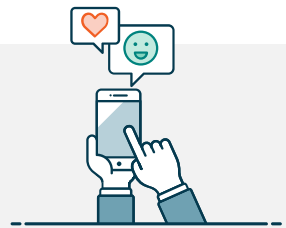
	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
<b>Regional Hispanic</b> Northeast, Southeast, Midwest or West/Southwest. Combination packages also available. † <i>English, Spanish</i>	\$470	\$160
<b>North American Chinese</b> Distribution to hundreds of Chinese-language publications in the U.S. and Canada, with selected Chinese-language websites in Hong Kong and Taiwan. † <i>Chinese (Simplified and Traditional)</i>	\$385	\$115
<b>African American</b> Distribution to key newspapers, magazines, national wire services, broadcast media, online services, databases and websites serving the African American market.	\$325	\$100
<b>Select State/Local Hispanic</b> California, Florida, Texas, New York, Arizona, Illinois	\$325	\$100

### INFLUENCER AND EXPERT DISTRIBUTION OPTIONS

	FLAT RATE
<b>Cision Influencer Lists</b> Increase influencer visibility with our curated lists of journalists by industry or demographic.	Call for quote
<b>Broadcast</b> Distribution of your message to your proprietary list of broadcast contacts.	Call for quote
<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.	From \$1,650

### 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 & SOCIAL MEDIA DISTRIBUTION

	FLAT RATE
<b>WebMax</b> Distribution to our online syndication network	\$545
<b>Cision SocialPost</b> Attract additional audiences to your message by sharing your news via Cision's curated, industry-specific Twitter feeds.	\$99

### MULTIMEDIA DISTRIBUTION

Increase engagement with key audiences by including logos, videos, images, audio and PDFs to display with your text content

	FLAT RATE
<b>Logo</b> Your logo will appear on up to 2,500 sites with your content and will be archived for unlimited reuse at no charge for one year.*	\$495
<b>Image, Video, Audio</b> Embed multimedia content with your release on up to 2,500 sites.**	\$360
<b>International</b> Add an image or video to any multi-region package.	\$595
<b>Additional Multimedia</b> Include additional rich content at a reduced rate.	\$305
<b>Multicultural Image or Video</b> Embed multimedia content with your multicultural distribution.	\$360
<b>Multicultural + Basic Bundle</b> Embed multimedia content with your multicultural + general market package.	\$495
<b>PDF</b> Attach downloadable documents to supplement your release.	\$360
<b>Times Square Add-On</b> Display on the Thomson Reuters digital signage in Times Square is provided through a partnership with Branded Cities. Available as an add-on to our photo distribution.	\$170
<b>Image Archival Add-On</b> Archive any image for unlimited reuse within one year.*	\$170

\*Archived images and logos will automatically renew after the first year for a discounted rate of \$250

\*\*Single-region international options available at the same rate

### 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.



### MULTICHANNEL SOLUTIONS\*

400 WORD NEWS RELEASE

EACH ADDT'L 100 WORDS

**Multichannel News Release** 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, Times Square display and online video distribution.

Call for consultation

\$260

**Strategic Media Placement** Go beyond earned channels and promote your content to targeted audiences. Consultative, media-buying experts help your team deliver paid content across traditional, digital, and social channels.

Call for consultation

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*\*The guaranteed pageview amount and price are subject to change based on content. Contact your sales representative to learn more*

### MEDIA ROOMS

FLAT RATE

**MediaRoom** 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.

\$12,500  
(\$3,000 setup fee)

**News Archive** Ensure that your site's information is always accurate, up-to-date and accessible. Includes automatic posting of news releases sent through Cision PR Newswire, archive of news releases by year and RSS feed for visitors to your site.

\$4,500 annually  
(\$1,500 setup fee)

**News Feed** An automated feed of your news sent via Cision Distribution PR Newswire through an XML web service which you can present in a variety of formats and locations.

\$2,000 annually

**News Feed Bundle** An automated feed of your news sent via Cision Distribution PR Newswire through an XML web service which you can present in a variety of formats and locations with the addition of email alerts and categories.

\$5,000 annually

### TRADE SHOWS & EVENTS

ONLINE PRESS KITS: \*Each additional document \$80

FLAT RATE

**Micro** Upload of up to 3 documents\*, email distributions of releases to industry media, weekly and monthly traffic reports of your page, social sharing capabilities.

\$425

**Standard** Upload of up to 6 documents\*, email distributions of releases to industry media, streaming of company social media into the page, weekly and monthly traffic reports of your page, social sharing capabilities.

\$725

**Premium** Upload of up to 10 documents\*, email distributions of releases to worldwide media, streaming of company social media into the page, lead generation form, scrolling banner, weekly and monthly traffic reports of your page, social sharing capabilities.

\$1,025

### TRADE SHOWS & EVENTS

ONLINE PRESS KITS:

FLAT RATE

EACH ADDTL 100 WORDS

**National Exposure Package** Standard Online Press Kit plus one 800 word US1 distribution. Standard overages apply.

\$1,325

\$260

**Web Visibility Package** Standard Online Press Kit plus one WebMax distribution.

\$825

N/A

### MULTIVU

FLAT RATE

**Satellite, Radio and Blogger Media Tours** Deliver your story to targeted audiences in television and radio markets, as well as to influential bloggers by consulting with MultiVu.

Call for consultation

**Creative Services** 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.

Call for consultation

**Public Service Announcements** Direct attention to your cause with a customized Public Service Announcement (PSA) project developed, executed and hosted by MultiVu's award-winning creative and media strategy teams.

Call for consultation

**Strategic Placements** 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.

Call for consultation

### 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 and our partner Toppan Vintage provide full-service, flexible offerings that are scaled to meet your IR and compliance needs.



### IR ROOM

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.

FLAT RATE

**IR Room Small Cap**

\$6,000 (\$1,000 setup fee)

**IR Room**

\$12,500 (\$3,000 setup fee)

### IR WEBCASTING

Quickly and easily communicate with key stakeholders using the power of webcasting

FLAT RATE

**Audio Only Webcast from Conference Call**

With viewer-controlled slides  
With viewer-controlled slides

\$1,000

\$1,300

\$1,750

**Customized, live, on-site webcasting from meetings, investor days, and packages are also available**

Call for consultation

### IR TELECONFERENCING

Customizable, top of the line teleconference services to streamline shareholder communication

FLAT RATE

**Media Pass** Pricing varies by number of callers

Call for consultation

**Transcriptions**

24 hour turnaround time  
48 hour turnaround time

\$350 *per hour of content*

\$250 *per hour of content*

### CISION MARKET LISTS

Directly reach more than 100,000 industry-specific buy-side and sell-side investors from more than 22,500 financial institutions spanning North America, Europe, Asia and Latin America.

FLAT RATE

**Buy-Side**

\$200 *per industry, per region*

**Sell-Side**

\$150 *per industry, per region*

### CISION SMALLCAP MARKET LISTS

Directly reach industry-specific buy-side and sell-side investors focused on smaller capitalization companies. Only available in the U.S.

FLAT RATE

Buy-Side	\$175 per industry
Sell-Side	\$125 per industry

### SEC FILINGS (PER PAGE)

FLAT RATE

HTML Conversion	\$14
Author Alternations (edits).	\$14
Conversion from PDF	\$22
Set New	\$22
Email Distribution of Proof	\$15
SEC Live Filing Fee* (only charged once per job, regardless of file size)	\$149
XBRL Tagging and Filing	Call for consultation
Email Distribution of Proof Disclosure Management Solution w/ XBRL <small>We do not charge overnight fees or weekend rates. Rush charges may apply only within six hours of an SEC filing deadline</small>	Call for consultation

### TYPESETTING (PER PAGE)

FLAT RATE

Initial typeset (text or tabular page)	\$40
Author Alternations (edits).	\$40
Desktop Publishing	\$50
Insertion of basic chart or graphic	\$25
Print-ready or Web-ready file	\$150
Hardcopy Printing	Call for consultation

### CISION COMMUNICATIONS CLOUD™

Natively marry your content distribution into the Cision Communications Cloud™ for an integrated workflow, empowering your team to identify influencers, craft campaigns, and attribute value to your communications program.



**Cision Database** Gain instant access to the largest, most dynamic media and influencer database. Simple, yet powerful tools allow your team to build influencer lists and view their profile data to reach those who best impact your audience

**Cision Monitoring** Quickly uncover: who you reached with your earned media coverage, how your audience responded, what your competition is up to, what's trending in your industry and more. Rather than simply reporting mentions, our multi-channel monitoring provides meaning.

**Cision Analytics** Keep up with your marketing counterparts in the paid and owned media space by ascribing metrics to earned media coverage through integrations with martech solutions like Google and Adobe Analytics. Showcase the value of your comms campaigns through day-to-day reporting on audience reach as well as sharable dashboards and reports that can go directly to your leadership team.

**Cision Intelligence** Tap into the industry's largest team of comms experts in every major vertical, helping you to develop KPIs that matter most to your business. With Cision Intelligence, gain access to an army of experts to support your programs with valuable, human-based analysis. Core product groupings include: Influencer Analysis, Briefings, and Media Analysis.

**Cision Impact** Receive the most complete coverage of earned media across the internet through Cision's tracking technology and partnerships with best-in-class AdTech and data ecosystems. Identify individuals or audiences who consume earned media: their age, gender, geo-location, and most importantly the content and influencer that drove them to purchase. With this type of data, it is possible to understand your audience accurately and attribute business value to earned media campaigns.