



Five lines FREE in Public Relations Tactics*

Increase the effectiveness of your job search by complementing your online job posting with an ad in the PRSA monthly newspaper, *Public Relations Tactics*. This publication goes out to approximately 23,000 PRSA members 500 subscribers, and 5,000 PRSSA students. When placing your ad online, you receive your first five lines of a print ad in Tactics for free!

- ❖ FREE 0-5 lines. Please note: 1 line in *Public Relations Tactics* = **30 chars** (includes white space)
- ❖ Thereafter you will have the option of posting a 60 word ad in *PR Tactics* for the following pricing options:

	Member Pricing	Non-member Pricing
<u>PR Tactics Print Ads</u>		
1x Display Ads	\$400	\$500
3x Display Ads	\$900	\$1,350
6x Display Ads	\$1,200	\$2,460
12x Display Ads	\$2,000	\$4,440
Line Classified Display Ads (60 Words)	\$250 per issue	\$300 per issue

* Unless otherwise indicated, prices reflect total of all ads inserted.

**Tactics is mailed around the first day of the month of the issue (ex. March Tactics is published around March 1). The deadline for placing an ad in Tactics is approximately three weeks before an issue is mailed.

*** Classified display ads based off 3", 1 column width ad. Classified display ads run in the Marketplace section on the inside cover of Tactics.

Send copy to lisa.franklin@prsa.org and be sure to mention you have posted on our national job site to receive our special pricing listed above.



FORUM, the PRSSA national newspaper, is produced three times each year and has a circulation of nearly 10,000. *FORUM* contains Society news, tips on the PR industry, tips about writing, job-hunting and other relevant topics. It is an 8-page full color 11x17 publication.

	Member Pricing	Non-member Pricing
<u>PRSSA Forum</u>		
¼ Page Ad – 1x	\$250	\$300
¼ Page Ad – 2x	\$400	\$600
¼ Page Ad – 3x	\$550	\$900

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For more information contact jeneen.garcia@prsa.org, and be sure to mention you have posted on our national job site to receive our special pricing listed above.

What is PRSSA

In 1968, 20 years after its own establishment, the Public Relations Society of America (PRSA) founded the Public Relations Student Society of America. The declared purpose of PRSSA is to cultivate a favorable and mutually advantageous relationship between students and professional public relations practitioners.

Today The Public Relations Student Society of America has nearly 10,000 members in 297 universities across the country and Argentina.



Connecting with PRSSA, is the leadership electronic newsletter and is published by the Vice President of Public Relations on the National Committee. It has a circulation of 9,000+, and is a 4-page 8 ½ x 11 publication. *Connecting with PRSSA* is distributed the first and third weeks of September, October, November, December, January, February, March, and April.

	Member Pricing	Non-member Pricing
<u>PRSSA Connecting with PRSSA</u>		
¼ Page Ad – 1x	\$65	\$85
¼ Page Ad – 2x	\$130	\$150
¼ Page Ad – 3x	\$180	\$220
¼ Page Ad – 4x	\$220	\$280

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All advertisements for the biweekly e-mail can be in any format (flash, jpeg, gif, etc.) so long as the ad is hosted on the supplier’s server and the advertiser supplies appropriate working html tags to insert into e-mail to ensure proper display of submitted ad.

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