



Member Benefits

SAVINGS GUIDE



prsa.org/membership

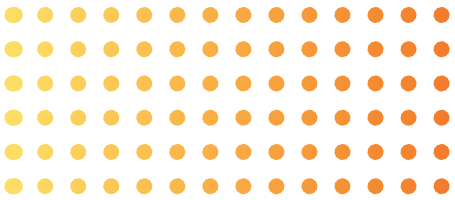


About PRSA

The Public Relations Society of America (PRSA) is the leading organization serving the PR and communications community.

Guided by its Code of Ethics, PRSA empowers its members to succeed at every stage of their careers through a wide breadth of premium professional development programs, exclusive networking events and leadership opportunities. Signature events include the Anvil Awards and ICON, the premier annual gathering for communications practitioners and students.

For more information, visit prsa.org.



BENEFITS of Membership

PRSA Membership

\$273/year

INCLUDED BENEFITS	NONMEMBER PRICE
Live Webinars on a wide variety of hot topics	Up to \$200 each
Vast Library of On-demand Programming covering a range of topics, current issues, and best practices	Exclusive to members
Strategies & Tactics Subscription (10 issues per year)	\$125
Issues & Trends Daily Newsletter to stay up to date on professional news and current events	Exclusive to members
Access to Private Online Community to ask questions, explore resources, find a mentor, network	Exclusive to members
Ethical Standards Advisories among the many resources provided by the Board of Ethics and Professional Standards	Exclusive to members
Silver Anvil Case Studies to search hundreds of winning campaign ideas, tactics and outcomes	\$20 each
Access to PRSA's Speakers Bureau to find a speaker and/or become a speaker	Exclusive to members
Information and Resources on Current Issues and Emerging Trends Curated and consistently updated content on hot topics like mis/disinformation, ethics, AI, purpose-driven comms and more. Critical for all members, with particular emphasis on senior-level practitioners who are most likely to address these topics in their organization or with clients.	Exclusive to members

MEMBER DISCOUNTS	SAVINGS
ICON Registration	\$300
Silver Anvils Award Entry	\$200
Bronze Anvils Award Entry	\$100
Certificate Programs and Workshops	Up to \$400
Jobcenter Listings	Up to \$100
APR Exam Fees	Up to \$360
AP Stylebook Subscription	20% off
Business Affinity Partners	(Varies)
CommunicationsMatch™ Listing	Up to \$200



Professional Development

- Get access to unlimited FREE [webinars](#) covering a wide range of topics, available both live and [on-demand](#)
- Take advantage of discounts on various [educational programs](#) and [events](#)
- Connect in your hometown at [Chapter and District events](#)
- Attend [Professional Interest Section](#) conferences for training and networking dedicated to your PR specialty



Publications

- Read [Strategies & Tactics](#), PRSA's monthly publication, for how-to articles, career advice and PR trends
- Receive [Issues & Trends](#), a daily email, sent to your inbox every weekday morning with the latest headlines, updates and relevant industry information
- Explore additional professional development opportunities and thought leadership on the [PRsay blog](#)





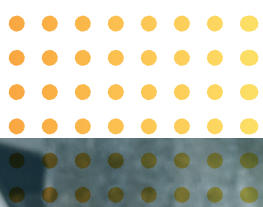
Networking Opportunities

- Attend [ICON](#) to engage with public relations and communication professionals and students
- Access contact info for colleagues in our [searchable database](#) exclusively open to PRSA members
- Ask questions, exchange ideas, get inspiration and share useful resources with fellow PRSA members in our [private online community](#)

Find Agencies, Professionals & Resources



- Use our search tools, powered by [CommunicationsMatch™](#), to find agencies, consultants, freelancers and service providers by industry and communications expertise, location, size, designations, diversity and client experience
- Create an agency profile to provide the information clients need to make the decision to shortlist and reach out directly to listed firms or send RFQs/RFPs online using [Agency Select™](#)



SAVINGS Partners



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your hardware needs



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accounting services



Save up to 20% off
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rental vehicles



Save up to 71% off
batteries, bulbs & more



Save 30% off 3 months
of email marketing



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Save 15–20%. Code WINDFALL
(1-800-Flowers, 1-800-Baskets, Harry & David,
Shari's Berries, Personalization Mall, VitalChoice,
Simply Chocolate, Cheryl's Cookies, Wolfman's
Bakery, The Popcorn Factory, FruitBouquets.com)



Save time. Save money.
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SMS marketing services



Save up to 60% off
hotel rates worldwide



Save up to 60% off movies,
theme parks, shows & more



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on all services



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processing services



Save 20% off on subscription
to the quarterly Roar Report
and bi-monthly Roar Bulletin



Save up to 22% off
9,000 hotels worldwide



Save 10% off
debt collection services



Save 10% off
promotional products



Save up to 75% off
prescriptions



Receive exclusive
business rates



I cherish my PRSA membership for the invaluable networking opportunities, professional development and collaborative environment that continually enrich my skills and passion for the field.”

Alisa Crider

Director, Investor & Public Relations
Hampton Roads Alliance



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