

THE PR FACTOR

PUSHING MARKETING TO THE NEXT LEVEL

Marketers are spending more and more on their public relations initiatives with the hopes of getting in on the earned media bonanza and blending it with their overall marketing plans.

To show marketers the best way to do this, Ad Age Custom is working with the Council of Public Relations Firms to create a special section dedicated to the innovations in this area that will help unite their earned and paid media efforts to enhance their communications and marketing initiatives.

A MULTI-PLATFORM OPPORTUNITY FOR PR FIRMS TO TEACH MARKETERS HOW EARNED MEDIA CAN INCREASE THEIR OVERALL SUCCESS.

THE SECTION IS A THOUGHT LEADERSHIP PIECE ON THE POWER OF PUBLIC RELATIONS AND INCLUDES:

- Innovations in Public Relations and the importance of PR in the overall marketing mix
- CMOs who use PR in tandem with paid advertising
- The relationship between corporate and brand reputation and the growth of corporate reputation management
- Strategic social responsibility and philanthropy: how planned give-back programs support brands
- Best practices related to digital and social media PR campaigns

IN PRINT:

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ONLINE:

Digital edition of entire section housed on AdAge.com for 12-months

PRICING:

Full page in custom section: \$14,960 Net

Half Page ad in custom section: \$10,659 Net

DATES:

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Closes: September 23

Materials Due: October 13

In Partnership with



COUNCIL of PUBLIC RELATIONS FIRMS

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