

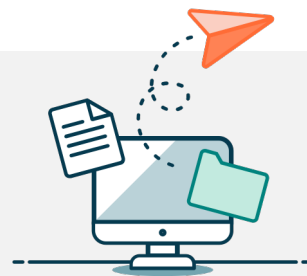


2021 Pricing Guide

Effective February 1st, 2021

ENGAGE 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 65 years. All Cision PR Newswire newswires include: direct distribution into newsrooms, Online Syndication and PR Newswire for Journalists, our exclusive members-only journalist and blogger community where over 20,000 journalists, bloggers, & influencers receive daily or weekly email updates to find story leads. Access all of this and more with a PR Newswire membership.*



NATIONAL DISTRIBUTION		400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
US1		\$850	\$265
STATE & LOCAL		400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
New York Metro		\$475	\$150
New York State		\$475	\$150
New Jersey plus key NYC		\$475	\$150
All other state/local options		\$355	\$140
REGIONAL & TOP MARKETS		400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
Top Markets Automotive, Cannabis, Energy, Entertainment, Finance, Health, Tech, Metals, Public Interest		\$650	\$190
Northeast CT, DE, DC, MD, ME, MA, NH, NJ, NY, PA, RI, VT & WV		\$585	\$165
Southeast AL, AR, DC, FL, GA, KY, LA, MS, NC, SC, TN, & VA		\$585	\$165
Midwest IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD & WI		\$585	\$165
West/Southwest AK, AZ, CA, CO, HI, ID, MT, NV, NM, OK, OR, TX, UT, WA & WY		\$585	\$165
INTERNATIONAL DISTRIBUTIONS		400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
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.			
Premier Global 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	\$2,250
World General Media 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	\$1,375
World Financial Markets 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

*PR Newswire is a membership organization subject to an annual fee.

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
Pan Europe 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
Pan Asia 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
Full Latin America 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
Pan Africa 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
US1 + Canada Bilingual † English, French	\$1,260	\$300
US1 + UK † English	\$1,260	\$300
US1 + China † English, Chinese (Simplified)	\$1,260	\$300

MULTICULTURAL DISTRIBUTIONS OPTIONS

	400 WORD NEWS RELEASE	EACH ADDT'L 100 WORDS
Multicultural Markets plus US1 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)	\$1,670	\$350
Multicultural Markets Target Hispanic, African American, Asian American and Native American media in the U.S. † English, Spanish, Chinese (Simplified and Traditional)	\$1,100	\$275
National Hispanic plus US1 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	\$1,125	\$300
National Hispanic Target Hispanic audiences in English and Spanish with guaranteed online placements and distribution to influencers via email. † English, Spanish	\$650	\$185
Regional Hispanic Northeast, Southeast, Midwest or West/Southwest. Combination packages also available. † English, Spanish	\$470	\$160
North American Chinese Distribution to hundreds of Chinese-language publications in the U.S. and Canada, with selected Chinese-language websites in Hong Kong and Taiwan. † Chinese (Simplified and Traditional)	\$385	\$115
African American Distribution to key newspapers, magazines, national wire services, broadcast media, online services, databases and websites serving the African American market.	\$325	\$100
Select State/Local Hispanic California, Florida, Texas, New York, Arizona, Illinois	\$325	\$100

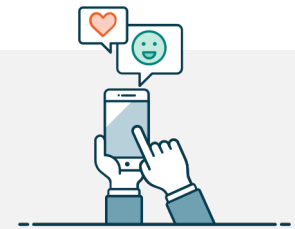
INFLUENCER & SOCIAL DISTRIBUTION

	FLAT RATE
Cision Influencer Lists Increase influencer visibility with our curated lists of journalists by industry or demographic.	Call for quote
Cision SocialPost Attract additional audiences to your message by sharing your news via Cision's curated, industry-specific Twitter feeds.	\$99

† Translated and distributed in

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 & GUARANTEED PLACEMENT

FLAT RATE

WebMax Distribution to our online syndication network.

\$545

MULTIMEDIA DISTRIBUTION

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

FLAT RATE

Logo 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

Image, Video, Audio Embed multimedia content with your release on up to 2,500 sites.**

\$395

International Add an image or video to any multi-region package.

\$595

Additional Multimedia Include additional rich content at a reduced rate.

\$295

Multicultural Image or Video Embed multimedia content with your multicultural distribution.

\$395

Multicultural + Basic Bundle Embed multimedia content with your multicultural + general market package.

\$495

PDF Include downloadable documents to supplement your release.

\$395

Times Square Add-On Display on the Thomson Reuters digital sign in Times Square is provided through a partnership with Branded Cities. Available as an add-on to our photo distribution.

\$170

Image Archival Add-On Archive any image for unlimited reuse within one year.*

\$170

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.



PREMIUM REPORTING

FLAT RATE

AGENCY PRICING

Premium Visibility Reports Unlock demographic and firmographic data for the audiences who read and engage with your press release. Understand your target audience, including who they are and what they do and identify unexpected audiences for potential customer segments.

\$950 / year

Call for consultation

Premium Visibility Reporting plus Web Conversions Unlock demographic and firmographic data for the audiences who read and engage with your press release. Track up to 5 of your owned webpages to demonstrate the specific actions your audience takes after they read your press release.

\$3,000 / year

N/A

*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

CONNECT WITH EXPERTS

FLAT RATE

ProfNet Gain more visibility for your campaign and spokespeople by tapping into a source for reporters looking for quotes and commentary from knowledgeable sources.

From \$650

MULTIVU

MultiVu is the strategic team at Cision dedicated to the creation and targeted distribution of creative content.

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

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. *Additional options for hosting broadcast and HD video content and other multimedia services are also available - call for quote.*

\$15,000
(\$5,000 setup fee)

CampaignRoom The Cision CampaignRoom is a dedicated, customizable website that houses your most valuable campaign content throughout the lifetime of your organization's campaign, allowing you to drive engagement, demonstrate ROI, and provide a digital space to run paid and outbound activities against.

\$25,000

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

EACH ADDT'L 100 WORDS

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

N/A

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

N/A

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

N/A

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

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

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

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 our partner Donnelley Financial Solutions provide full-service, flexible offerings that are scaled to meet your IR and compliance needs.



IR WEBSITE

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 Website Small Cap

\$8,000 *(\$2,000 setup fee)*

IR Website

\$15,000 *(\$5,000 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 presenter 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

Call for consultation

Author Alternations (edits).

Call for consultation

Conversion from PDF

Call for consultation

Set New

Call for consultation

SEC FILINGS (PER PAGE)

FLAT RATE

Email Distribution of Proof	Call for consultation
SEC Live Filing Fee* (only charged once per job, regardless of file size)	Call for consultation
XBRL Tagging and Filing	Call for consultation
Email Distribution of Proof Disclosure Management Solution w/ XBRL	Call for consultation

TYPESETTING (PER PAGE)

FLAT RATE

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

CISION COMMUNICATIONS CLOUD™

Natively marry your content distribution into the Next Gen Cision Communications Cloud™ to bring together your entire earned media workflow from crafting and distributing strategic content to identifying key media contacts to measuring meaningful impact.



Cision Connect Gain access to a powerful media and influencer discovery and communications solution to help you improve your earned media outreach, build better relationships, and secure more coverage.

Cision Monitoring Quickly gain a complete view of the media landscape and your campaign performance with key performance indicators from more than 7 million global print, online, broadcast, podcast and social services.

Cision Analytics Build an end-to-end measurement program that tracks your campaign progress, attributes business value, and definitively demonstrates earned media ROI.

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 Stop measuring by proxy and potential and start measuring with metrics you can validate. Get to know the individuals who consume your earned media across the web with custom personas. Analyze downstream impact to understand how media coverage influences customer behavior and drives ROI.