

2010 Rate Highlights



Today's successful communications campaigns require more than just wire distribution: social media, mobile and measurement are all critical components. Business Wire is uniquely positioned to bring all of these to your PR, IR and marketing communications by bolstering our industry-leading wire distribution with these additional services, automatically included in most orders:

Mobile: Business Wire now provides wireless accessibility via a wide range of mobile news applications, providing on-the-go access to a global mobile audience. Business Wire releases are featured on leading media platforms - including AP Mobile, Agence France-Presse, Yahoo! Finance and Canwest as well as aggregators such as Viigo. Many of these are exclusive to Business Wire, making us the only wire with true global mobile delivery, with more mobile channels regularly being added. Additionally, Business Wire Mobile provides a proprietary mobile platform that allows for full-text release display on any mobile device, including BlackBerry, Droid, iPhone, Palm and Windows Mobile. Plus, releases are available in seven languages via iPhone.

Social: Our proprietary platform for search-engine optimized news features social media friendly tools aimed at promoting online visibility. EON helps boost your news ranking in search engines, drive traffic to your own websites and promote the sharing of news across social networks. Releases are now posted to both Business Wire and EON, plus you'll receive measurement reports from each platform.

Measurable: Business Wire is uniquely positioned to provide valuable analytics and audience measurement data. Our expanded NewsTrak and EON reports include new metrics and measurement features - search engine and website referrals, top search terms, link activity and social media submissions - that confirm the unbridled power of our multi-channel distribution platform.



This symbol on circuits means your press release is boosted by our dual SEO platforms, Business Wire and EON; posted to leading global mobile news apps; and measured with detailed ROI analytics.

A \$75 charge per invoice is added for these services.

United States Circuits

(Includes your choice of trades)

	400 Word News Release	Each Add'l 100 Words
Nationwide		
National	\$675	\$175
<i>Distribution to newspapers, broadcast media and other outlets in all 50 states, plus websites and databases, EON: Enhanced Online News, mobile platforms and your choice of vertical trades.</i>		
Target Markets		
US Major Markets	\$650	\$170
Industry Corridor	\$495	\$130
<i>Choose from: Biosciences, Energy, Entertainment or Technology</i>		
Regional		
Northeast, Southeast or Midwest	\$395	\$100
Southwest or Pacific Coast	\$350	\$ 90
Pacific Northwest	\$250	\$ 65
Rocky Mountain States or New England	\$250	\$ 65
States		
New York	\$350	\$ 90
California, Illinois, Texas	\$250	\$ 65
Carolinas or Ohio Tristate	\$250	\$ 65
Any Other State	\$225	\$ 60
Cities/Metros		
New York Metro	\$325	\$ 85
Northern or Southern California	\$225	\$ 60
Any Other City or Metro Area	\$210	\$ 55

Atlanta, Austin/San Antonio, Boston, Chicago, Cincinnati, Cleveland, Dallas/Ft. Worth, Denver, Detroit, DC, Houston, Los Angeles, Miami, Minneapolis/St. Paul, Philadelphia, Pittsburgh, San Diego, San Francisco Bay Area or Seattle. Other cities available.

Add to your press release distribution:

Photos & Multimedia (Smart News Release)

All photos are posted to the EON platform.

Photo w/AP PhotoExpress distribution	\$ 395
Each additional photo	\$ 175
Video, graphic, spreadsheet or other file	\$ 395
Each additional file	\$ 175

EDGAR Filing

EDGARit 8-K/6-K ComboPack	\$ 395 custom HTML
	\$ 225 standard HTML

Corporate Social Responsibility

CSR Circuit, standalone	\$ 395 flat rate
CSR Circuit, with a Business Wire circuit	\$ 325 flat rate

Ethnic Media

	400 Word News Release	Each Add'l 100 Words
LatinoWire National	\$ 475	\$120
African-American Media	\$ 475	\$120
Asian-American Media	\$ 395	\$100
+Add a specific community: Chinese, Japanese, Filipino, Korean or Vietnamese	\$ 65	\$ 20
Native American Media	\$ 100 flat rate	

Public Policy Wire

Public Policy Wire: National	\$ 675	\$175
Public Policy Wire: DC Capital	\$ 135	\$ 35

Themed News

Features National or Topic Series	\$ 495	\$130
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Rates are in US dollars and are effective January 01, 2010

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Global

	400 Word News Release	Each Add'l 100 Words
 Full Global	\$7,825	\$1,965
 Global Financial or Media	\$4,325	\$1,085
 Global Health or Technology Media	\$4,675	\$1,175
 Global Econopack	\$3,725	\$ 935

North America

 The Americas	\$1,950	\$ 495
 North America Disclosure	\$ 850	\$ 225
 Canada Technology Media	\$ 475	\$ 125
 Canada Timely Disclosure	\$ 425	\$ 110
 Canada Financial or Media	\$ 395	\$ 100
 International Mining Pack	\$ 495	\$ 130




Latin America

Latin America Financial or Media	\$ 975	\$ 250
Argentina	\$ 495	\$ 125
Brazil	\$ 495	\$ 125
Mexico	\$ 495	\$ 125
Chile	\$ 450	\$ 115





Europe

 All Europe	\$3,275	\$ 825
 European Union	\$2,795	\$ 695
 Europe Financial or Media	\$1,250	\$ 325
 Europe Health or Technology Media	\$1,595	\$ 400
France Technology Media	\$ 595	\$ 150
France	\$ 525	\$ 135
Germany	\$ 425	\$ 110
Italy	\$ 425	\$ 110
Netherlands	\$ 450	\$ 115
Russia/CIS	\$ 575	\$ 150
Spain	\$ 375	\$ 95
 UK/Ireland Media	\$ 325	\$ 85
 UK/Ireland Technology Media	\$ 475	\$ 125




Asia-Pacific

	400 Word News Release	Each Add'l 100 Words
 Asia-Pacific Financial or Media	\$1,650	\$ 425
 Asia-Pacific Technology Media	\$1,950	\$ 495
Japan Media	\$ 750	\$ 185
Greater China (incl. Hong Kong & Taiwan)	\$ 650	\$ 165
 Hong Kong	\$ 475	\$ 125
South Korea	\$ 525	\$ 135
 Singapore	\$ 275	\$ 75
 India	\$ 450	\$ 115
 Australia	\$ 425	\$ 110


Middle East & Africa

 Middle East (incl. Israel)	\$1,495	\$ 375
 Africa Media	\$1,250	\$ 315
 Islamic Financial Circuit	\$1,195	\$ 300
 United Arab Emirates/Dubai	\$ 595	\$ 150
Israel	\$ 550	\$ 150

Tradeshaw Circuits

 Tradeshaw European Technology Media	\$1,595	\$ 400
 Tradeshaw U.S. National	\$ 675	\$ 175
 Tradeshaw U.S. Corridor	\$ 495	\$ 130

Additional Services

Smart Marketing Page	\$2,895	
Investment Opinion Circuit	\$ 595	\$ 150
 College & University Media	\$ 400	\$ 110
EON only	\$ 195 flat rate	
SmartBrief, per Newsletter	\$ 150 per use	
Fax/Email Delivery	From \$0.50/destination	
Online Newsroom Site Management	Call for quote	

These rate highlights represent a sampling of our most popular products and services. For a complete list of circuits and rates, please contact your local bureau. For detailed distribution lists or additional information on any of these circuits, please visit www.BusinessWire.com.



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Note on Word Counts:

To ensure accurate placement of your news on a variety of platforms, Business Wire inserts a series of keywords into the coding of your release. These keywords make your news function more effectively in database searches and newsroom routing systems. The necessary addition of these keywords results in a slightly higher word count than in your submitted copy.

Rates are in US dollars and are effective January 01, 2010