



BusinessYield's PR Newswire Pricing Checklist

Here's a detailed breakdown of PR Newswire's pricing for 2024:

Membership Fee

PR Newswire requires a membership fee, which is around \$195 annually. This fee is mandatory regardless of the number of press releases you plan to distribute ([Prowly – PR & Media Relations Software](#)) ([Prezly.com](#)).

Distribution Costs

The cost of sending a press release via PR Newswire varies based on the distribution scope and additional features:

1. National Distribution

- **Basic National Distribution:** \$805 for a standard 400-word press release, plus \$245 for each additional 100 words.
- **National Distribution with Social Sharing:** \$880 for 400 words, plus \$245 for each additional 100 words ([Prowly – PR & Media Relations Software](#)) ([Prezly.com](#)).

2. Regional Distribution

- **Select Regions (e.g., New England, Pacific Northwest, Washington DC):** \$475 for 400 words, plus \$140 for each additional 100 words.
- **Other US Regions:** \$575 for 400 words, plus \$165 for each additional 100 words ([Prezly.com](#)).

3. Multicultural Distribution

- **National Hispanic (English & Spanish):** \$995 for 400 words, plus \$290 for each additional 100 words.
- **Multicultural Markets (Hispanic, African American, Asian American, Native American):** \$1,075 for 400 words, plus \$260 for each additional 100 words.
- **Other options:** Prices range from \$325 to \$1,075 depending on the specific multicultural market ([Prowly – PR & Media Relations Software](#)) ([Prezly.com](#)).

4. International Distribution

- **Premier Global:** \$8,700 for 400 words, plus \$2,200 for each additional 100 words.
- **World General Media:** \$5,000 for 400 words, plus \$1,300 for each additional 100 words.

- **Other regional options:** Prices range from \$1,500 to \$3,500 depending on the region (e.g., Pan Europe, Pan Asia, Full Latin America) ([Prowly – PR & Media Relations Software](#)) ([Prezly.com](#)).

Additional Costs

Additional features such as multimedia and logos come with extra charges:

- **Images, Videos, or Audio:** \$325 per multimedia item.
- **PDF:** \$125.
- **Logo:** \$495 (one-time annual fee) ([Prowly – PR & Media Relations Software](#)) ([Prezly.com](#)).

Example Scenario

For a 1,000-word national press release with a logo and two images, the cost would be approximately:

- Membership: \$195
- National Distribution: \$805
- Additional 600 words: \$1,470 (6 x \$245)
- Two images: \$650 (2 x \$325)
- Logo: \$495
- **Total:** \$3,615 ([Prezly.com](#)).

Considerations

Given the high costs associated with PR Newswire, it's important to evaluate whether the expected reach and impact justify the investment. Companies with a need for extensive media coverage and a broad audience may benefit more from PR Newswire's services ([TrustRadius](#)). For smaller businesses or more targeted campaigns, alternative PR distribution services might be more cost-effective ([Prowly – PR & Media Relations Software](#)) ([TrustRadius](#)).