

2023 Pricing Guide (HKD) in Asia Pacific

Effective January 1, 2023



GREATER CHINA & SINGAPORE DISTRIBUTIONS

Distribution rates include three trade categories for the location(s) chosen. Flat fee with no length charge. Unless specified, translation in the local language is complimentary with the distribution.

	One-off	10 pack	20 pack
Mainland China	\$6,084	\$54,756	\$103,428
Hong Kong	\$3,978	\$35,802	\$67,626
Taiwan	\$3,978	\$35,802	\$67,626
Singapore[^]	\$3,978	\$35,802	\$67,626
Greater China[#]	\$12,636	\$113,724	\$214,812
Greater China & Singapore[^]	\$15,834	\$142,506	\$269,178

OTHER ASIA-PACIFIC SINGLE COUNTRY DISTRIBUTIONS

Distribution rates are for a single trade category only. Length calculation is based on the word count of the English version. Unless specified, translation in the local language is complimentary with the distribution.

	First 400 words	Add'l 100 words
Australia[^]	\$3,978	\$998
India[^]	\$3,978	\$998
Indonesia	\$3,978	\$998
Japan	\$5,616	\$1,404
Malaysia	\$3,978	\$998
New Zealand[^]	\$2,886	\$725
Pakistan	\$2,886	\$725
Philippines[^]	\$2,886	\$725
South Korea	\$3,978	\$998
Thailand	\$3,978	\$998
Vietnam	\$3,978	\$998
Other Asia-Pacific countries^{^*}	\$1,950	\$0

MULTIMEDIA DISTRIBUTION

Amplify your engagement by including photo, video & logo with your content.

APAC Photo, Video, or Logo Archive Distribution **\$2,223/ unit**

BRANDED LANDING PAGE

Drive influencer and audience engagement with branded landing pages and content promotion includes custom designed landing page.

Multimedia News Release (MNR) Landing Page **\$15,834**
1 video and 4 photos with social and mobile visibility.

Additional MNR Landing Page **\$7,917**

[^] English only distribution, translation in local language is not available or applicable.

[#] Greater China includes mainland China, Hong Kong & Taiwan.

^{^*} Other Asia-Pacific Countries include: Bangladesh, Brunei, Cambodia, Guam, Laos, Macau, Myanmar, Nepal, Pacific Islands, and Sri Lanka.

Standard Trade Categories:

Mainland China:

Agriculture, Automotive, Education, Energy/Chemical/Mining, Entertainment, Fashion/Arts, Finance, Food/Beverages, General, Human Resources, Manufacturing, Marketing/Advertising/Communications, Medical/Health, Real Estate/Construction, Retail/E-Commerce, Sports, Tech, Transportation, Travel/Lifestyle

Hong Kong, Singapore, Taiwan & APAC English Only:

Advertising/Marketing/Publishing, Architecture/Construction/Household, Automotive, Business, Education, Energy/Power/Mining, Entertainment, Environment, Fashion, Finance/Investment, Food/Dining, General News, Government News/Non-profit (for APAC English Only), Healthcare/Medical/Pharmaceutical, Human Resources, IT/Internet, Logistics/Transportation, Real Estate, Semiconductors/Electronics, Sports, Travel/Tourism.

Other Asia-Pacific Countries: (Availability may vary in different countries)

Advertising/Marketing, Automotive, Building/Construction, Business/Finance, Energy/Power, Entertainment, Fashion, Food/Beverage, Healthcare/Medical, General News, High Technology, Sports, Travel/Leisure.

MULTI-COUNTRY DISTRIBUTION PACKAGES

	First 400 words	Add'l 100 words
Pan Asia-Pacific	\$35,880	\$7,043

Available in general media or one trade category.

Coverage: Australia, Greater China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand & Vietnam.

APAC Top Markets	\$22,620	\$4,883
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Available in General News or one trade category.

Coverage: Australia, Mainland China, Hong Kong, Japan, Singapore, South Korea & Taiwan.

Southeast Asia	\$17,160	\$4,111
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Available in general media or one trade category.

Coverage: Indonesia, Malaysia, Philippines, Singapore, Thailand & Vietnam.

APAC English Only	\$8,034	\$0
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Available in one standard trade category only.

ESG Specialty Market - APAC[^]	\$9,204	\$0
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Distribute to a real-time audience of ESG Stakeholders – from top tier news and financial media, investor community, rankings and rating agencies, along with thought leaders and consumers dedicated to evaluating an organization's collective care for social and environmental factors.

ADD-ON SERVICES

Add-on to any standard distribution unless specified.

Sponsored Placement

Amplify your story and reach a broader audience on premium websites by supplementing your press release distribution with Sponsored Placement. Applicable for any English release.

Australia Industry Campaign	\$6,903
Australia Custom Campaign	Starts at \$15,600

Media Placement

AP News	\$2,301
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Syndicate your news with direct placement on [AP News](#). Applicable for any English release.

Capital Market Visibility 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 & Latin America.

Buy-side	\$1,833
Sell-side	\$1,365

MEDIA MONITORING

Cision Communications Cloud[®]	Call for consultation
Mainland China Media Monitoring	Call for consultation

INVESTOR RELATIONS & COMPLIANCE

HKEX IR Website	\$126,360/ Year (\$42,900 Setup fee)
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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.

All rates and trade categories are subject to change at the discretion of PR Newswire. Version updated on January 9, 2023.

2023 Pricing Guide (HKD) in United States

Effective January 1, 2023



TEXT DISTRIBUTION

	One-off	10 pack	20 pack
US1 US nationwide distribution. Includes AP News and Insider placement.	\$7,566	\$68,094	\$128,622
US Top Markets Available trade categories: Automotive, Cannabis, Energy, Entertainment, Finance, Health, Tech, Metals, Public Interest.	\$5,850	\$52,650	\$99,450
WebMax Distribution to our U.S. online syndication network.	\$4,914	\$44,226	\$83,538
Add-ons Placement on specific media partner site.			
AP News Syndicate your news with direct placement on AP News . Applicable for any English release.			\$2,301
SocialPost™ Attract additional audiences to your message by sharing your news via Cision's curated, industry-specific Twitter feeds.	\$936	\$8,424	\$15,912

SPONSORED PLACEMENT

Amplify your story and reach a broader audience on premium websites by supplementing your press release distribution with Sponsored Placement. Applicable for any English release.

Industry Campaign: Basic Placement on 3 premium industry websites generating 30K impressions and receive a proof of placement report.	\$3,900
Industry Campaign: Plus Placement on 6 premium industry websites generating 60K impressions and receive a proof of placement report.	\$7,800
U.S. National Campaign Placement on 4 premium websites generating 50K impressions and receive a proof of placement report.	\$7,800
Custom Campaign Customize your campaign with industry targeting, audience persona targeting, headline A/B testing, and received a detailed campaign report.	Starts at \$23,400

ESG SOLUTIONS

Keep investors and important stakeholders informed of your ESG strategy with Cision's solutions.

ESG Distribution Distribute to a real-time audience of ESG Stakeholders – from top tier news and financial media, investor community, rankings and rating agencies, along with thought leaders and consumers dedicated to evaluating an organization's collective care for social and environmental factors.	
ESG Specialty Market – U.S.	\$11,466
ESG Specialty Market – North America	\$15,171
ESG Website A Cision-hosted website that allows a company to showcase ESG highlights and make ESG resources easily accessible in one place. When using PR Newswire, every ESG specific press release will post directly to the ESG Website at the time of distribution through a direct, automated connection.	
ESG Website (Template)	\$91,806 (\$17,160 Setup fee)
ESG Website (Custom)	\$158,574 (\$42,900 Setup fee)

BRANDED LANDING PAGES & MICROSITES

Multimedia News Release (MNR) Connect with your target audiences by showcasing your multimedia content on a dedicated, branded landing page and distribution via PR Newswire's online syndication, media and journalist network. Includes your text with 6 images/videos, a lead generation form, 10,000 guaranteed page views and online video distribution.	\$45,903
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MULTIMEDIA DISTRIBUTION

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

Image, Video, Audio Embed multimedia content with your release on up to 2,200 sites.	\$3,627/ Unit \$2,808/ Addt'l unit
Image Archival Add-On Archive any image for unlimited reuse within one year.	\$1,638/ Unit
International Add an image or video to any multi-region package.	\$5,460/ First asset \$2,808/ Addt'l asset
Logo Your logo will appear on up to 2,200 sites with your content and will be archived for unlimited reuse at no charge for one year.	\$4,407/ Unit
PDF Include downloadable documents to supplement your release.	\$3,627/ Unit

MEDIA PLACEMENT

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
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ENGAGEMENT & WORKFLOW

ProfNet Gain more visibility for your campaign and spokespeople by tapping into a source for reporters looking for quotes and commentary from knowledgeable sources.	Starts at \$15,132 / Year
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 consultation.	\$135,213 / Year (\$45,903 Setup fee)

INVESTOR RELATIONS & COMPLIANCE

Capital 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 & Latin America.	
Buy-side	\$1,833 per industry, per region
Sell-side	\$1,365 per industry, per region
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.	\$135,213 / Year (\$45,903 Setup fee)
IR Conference call Customizable, top of the line teleconference services to streamline shareholder communication.	Call for consultation

All rates and trade categories are subject to change at the discretion of PR Newswire. Version updated on January 9, 2023.

SINGLE COUNTRY DISTRIBUTION

	Distribution Languages	First 400 words	Add'l 100 words
Austria	German	\$5,499	\$1,911
Belgium	French, Dutch	\$5,499	\$1,911
Bulgaria	English	\$2,769	\$1,170
Czech Republic	Czech, English	\$5,499	\$1,911
Denmark	Danish, English	\$5,499	\$1,911
Finland	Finnish, English	\$5,499	\$1,911
France	French	\$5,499	\$1,911
Germany	German	\$5,499	\$1,911
Greece	Greek, English	\$4,134	\$1,365
Hungary	English	\$2,769	\$1,170
Iceland/Greenland/Faroes	English	\$2,769	\$1,170
Italy	Italian	\$5,499	\$1,911
Lithuania	Lithuanian, English	\$5,499	\$1,911
Netherlands	Dutch	\$5,499	\$1,911
Norway	Norwegian, English	\$5,499	\$1,911
Poland	Polish, English	\$4,134	\$1,365
Portugal	Portuguese, English	\$4,134	\$1,365
Romania	English	\$2,769	\$1,170
Russia/CIS	Russian, English	\$5,499	\$1,911
Spain	Spanish	\$5,499	\$1,911
Sweden	Swedish, English	\$5,499	\$1,911
Switzerland	French, German	\$5,499	\$1,911
Ukraine	Ukrainian, English	\$4,134	\$1,365
United Kingdom	English	\$4,134	\$1,365
United Kingdom WebMax	English	\$3,198	\$0

Drive online engagement with distribution to UK websites.

SPONSORED PLACEMENT

Amplify your story and reach a broader audience on premium websites by supplementing your press release distribution with Sponsored Placement. Applicable for any English release.

France / UK / Germany	\$6,903
Europe	\$9,750
Europe (Custom Campaign)	\$23,400

ESG SOLUTIONS

Keep investors and important stakeholders informed of your ESG strategy with Cision's solutions.

ESG Distribution

Distribute to a real-time audience of ESG Stakeholders – from top tier news and financial media, investor community, rankings and rating agencies, along with thought leaders and consumers dedicated to evaluating an organization's collective care for social and environmental factors.

	First 400 words	Add'l 100 words
ESG Specialty Market – Europe	\$15,171	\$3,081

Language: English, French, German, Spanish

MULTI-COUNTRY DISTRIBUTION PACKAGES

	First 400 words	Add'l 100 words
Pan Europe	\$31,824	\$8,619
<i>Coverage:</i> 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		
<i>Language:</i> English, Czech, French, German, Polish, Russian, Slovak, and Spanish		
European Union	\$22,737	\$6,123
<i>Coverage:</i> Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden		
<i>Language:</i> English, French, German, and Spanish.		
Europe General News	\$13,650	\$4,134
<i>Coverage:</i> Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland, UK		
<i>Language:</i> English, French, German and Spanish		
European Financial Markets	\$13,650	\$4,134
<i>Coverage:</i> Belgium, France, Germany, Netherlands, Switzerland, UK		
<i>Language:</i> English, Dutch, French, and German.		
Europe English Only	\$8,502	\$2,730
<i>Coverage:</i> Austria, Belgium, Denmark, Finland, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, Norway, and the UK		
<i>Language:</i> English		
Western Europe	\$13,650	\$4,134
<i>Coverage:</i> Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK		
<i>Language:</i> English, French, German, Spanish		
Eastern Europe	\$13,650	\$4,134
<i>Coverage:</i> Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Macedonia, Moldova, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan		
<i>Language:</i> English, Czech, Polish, Russian and Slovak		
UK, France & Germany	\$13,650	\$3,159
<i>Coverage:</i> France, Germany and the UK		
<i>Language:</i> English, French, German		
Benelux	\$8,502	\$2,730
<i>Coverage:</i> Belgium, Luxembourg, Netherlands		
<i>Language:</i> Dutch and French		
Scandinavian Pack	\$8,502	\$2,730
<i>Coverage:</i> Denmark, Finland, Norway, Sweden		
<i>Language:</i> Danish, Finnish, Norwegian, Swedish		

MULTIMEDIA DISTRIBUTION OPTIONS

Amplify your engagement by including image & video with your content. Regions include: APAC, Canada, EMEA, Latin America and US.

Single Region	\$3,627/ First asset
	\$2,808/ Addt'l asset
Two or More Regions	\$5,460/ First asset
	\$2,808/ Addt'l asset

Remarks:

- To get rates for countries not listed above, please contact us.
- Length calculation is based on the word count of the English version. Translation of English copy to the default distribution language is complimentary.
- Each rate shown is for the General News category with one of the following standard trade categories (if applicable): Energy, Entertainment, Finance, Healthcare, Technology, Sport, Transport, Travel. Unless specified.

All rates and trade categories are subject to change at the discretion of PR Newswire. Version updated on January 9, 2023.

Europe, Middle East, Africa

MULTI-COUNTRY DISTRIBUTION PACKAGES

	First 400 words	Add'l 100 words
Europe, Middle East & Africa	\$31,824	\$8,619
<i>Coverage:</i> Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland and the UK		
<i>Middle East</i> - Algeria, Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Libya, Morocco, North Africa, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, UAE and Yemen		
<i>Africa</i> - Angola, Botswana, Cape Verde Islands, CAR, Equatorial Guinea, Ethiopia, Gambia, Ghana, Guinea, Kenya, Malawi, Mauritania, Mauritius, Namibia, Niger, Nigeria, Rwanda, Sierra Leone, South Africa, South Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe		
<i>Language:</i> English, Arabic, French, German, Spanish		

Arabic Middle East	\$8,502	\$2,730
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Coverage: Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Somalia, Somalia-Somaliland, South Sudan, Sudan, Syria, Tunisia, UAE, Yemen
Language: English, Arabic

Pan Africa	\$13,650	\$4,134
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Coverage: 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
Language: English, Arabic, French

Africa English Only	\$8,502	\$2,730
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Coverage: Angola, Botswana, Ethiopia, Gambia, Ghana, Guinea Bissau, Kenya, Lesotho, Liberia, Malawi, Maldives, Mozambique, Namibia, Nigeria, Sierra Leone, Somalia, South Africa, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe

Africa WebMax	\$3,198	\$0
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Drive online engagement with distribution to African websites.

Gulf States	\$5,499	\$1,911
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Coverage: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE
Language: English, Arabic

SINGLE-COUNTRY DISTRIBUTIONS

	Distribution Language	First 400 words	Add'l 100 words
Egypt	Arabic	\$4,134	\$1,365
Israel	Hebrew	\$4,134	\$1,365
South Africa	English	\$4,134	\$1,365
Turkey	Turkish	\$5,499	\$1,911
United Arab Emirates	Arabic	\$4,134	\$1,365

Remarks:

- Length calculation is based on the word count of English version. Translation of English copy to the default distribution language is complimentary.
- Each rate shown is for the General News category with one of the following standard trade categories (if applicable): Energy, Entertainment, Finance, Health, Technology and Transport. Additional countries and trades are available. Please contact your sales representative for more information.

Latin America, Canada

MULTI-COUNTRY DISTRIBUTION PACKAGES

	First 400 words	Add'l 100 words
Full Latin America	\$13,650	\$4,134
<i>Coverage:</i> Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico and Dominican Republic <i>Language:</i> Portuguese and Spanish		
Argentina, Brazil & Mexico	\$13,650	\$4,134
<i>Coverage:</i> Argentina, Brazil and Mexico <i>Language:</i> Portuguese and Spanish		
Full Caribbean	\$8,502	\$2,730
<i>Coverage:</i> 32 countries across Caribbean <i>Language:</i> English and Spanish		

Spanish Latin America	\$8,502	\$2,730
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Coverage: Argentina, Bolivia, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico and Dominican Republic
Language: Spanish.

Latin America English Only	\$8,502	\$2,730
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Coverage: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Uruguay, and Venezuela
Language: English

Spanish Latin America WebMax	\$5,304*	\$624
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Drive online engagement with distribution to Spanish Latin American websites
Language: Spanish
 *Cost per first 800 words

SINGLE-COUNTRY DISTRIBUTIONS

	Distribution Language	First 400 words	Add'l 100 words
Argentina	Spanish	\$5,499	\$1,911
Brazil	Portuguese	\$5,499	\$1,911
Brazil WebMax	Portuguese	\$5,304*	\$624
<i>Drive online engagement with distribution to Brazilian websites. *Cost per first 800 words</i>			
Mexico	Spanish	\$5,499	\$1,911
Canada Bilingual	English, French	\$5,499	\$1,911
Canada English	English	\$5,499	\$1,911
Canada WebMax	English	\$3,198	\$0

Drive online engagement with distribution to Canadian websites.

MULTIMEDIA DISTRIBUTION OPTIONS

Amplify your engagement by including image & video with your content. Regions include: APAC, Canada, EMEA, Latin America and US.

Single Region	\$3,627/ First asset
	\$2,808/ Addt'l asset
Two or More Regions	\$5,460/ First asset
	\$2,808/ Addt'l asset

