

# PRSA

## Member Benefits

# SAVINGS GUIDE



[prsa.org/membership](https://prsa.org/membership)

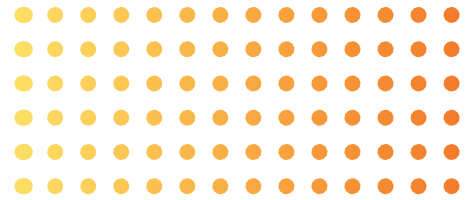


# About PRSA

The Public Relations Society of America (PRSA) is the leading organization serving the PR and communications community.

Guided by its Code of Ethics, PRSA empowers its members to succeed at every stage of their careers through a wide breadth of premium professional development programs, exclusive networking events and leadership opportunities. Signature events include the Anvil Awards and ICON, the premier annual gathering for communications practitioners and students.

For more information, visit [prsa.org](https://prsa.org).



# BENEFITS of Membership

## PRSA Membership

**\$267/year**

### INCLUDED BENEFITS

### NONMEMBER PRICE

<b>Live Webinars</b> on a wide variety of hot topics	Up to \$200 each
<b>Vast Library of On-demand Programming</b> covering a range of topics, current issues, and best practices	Exclusive to members
<b>Strategies &amp; Tactics Subscription</b> (10 issues per year)	\$125
<b>Issues &amp; Trends Daily Newsletter</b> to stay up to date on professional news and current events	Exclusive to members
<b>Access to Private Online Community</b> to ask questions, explore resources, find a mentor, network	Exclusive to members
<b>Ethical Standards Advisories</b> among the many resources provided by the Board of Ethics and Professional Standards	Exclusive to members
<b>Silver Anvil Case Studies</b> to search hundreds of winning campaign ideas, tactics and outcomes	\$20 each
<b>Access to PRSA's Speakers Bureau</b> to find a speaker and/or become a speaker	Exclusive to members
<b>Information and Resources on Current Issues and Emerging Trends</b> Curated and consistently updated content on hot topics like mis/disinformation, ethics, AI, purpose-driven comms and more. Critical for all members, with particular emphasis on senior-level practitioners who are most likely to address these topics in their organization or with clients.	Exclusive to members

### MEMBER DISCOUNTS

### SAVINGS

<b>ICON Registration</b>	\$300
<b>Silver Anvils Award Entry</b>	\$200
<b>Bronze Anvils Award Entry</b>	\$100
<b>Certificate Programs and Workshops</b>	Up to \$400
<b>Jobcenter Listings</b>	Up to \$100
<b>APR Exam Fees</b>	Up to \$360
<b>AP Stylebook Subscription</b>	20% off
<b>Business Affinity Partners</b>	(Varies)
<b>CommunicationsMatch™ Listing</b>	Up to \$200



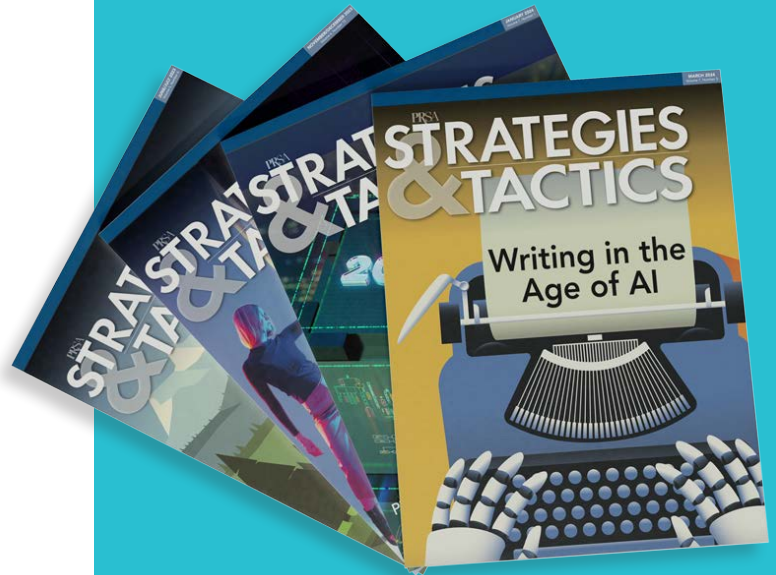
# Professional Development

- Get access to unlimited FREE [webinars](#) covering a wide range of topics, available both live and [on-demand](#)
- Take advantage of discounts on various [educational programs](#) and [events](#)
- Connect in your hometown at [Chapter and District events](#)
- Attend [Professional Interest Section](#) conferences for training and networking dedicated to your PR specialty



# Publications

- Read [Strategies & Tactics](#), PRSA's monthly publication, for how-to articles, career advice and PR trends
- Receive [Issues & Trends](#), a daily email, sent to your inbox every weekday morning with the latest headlines, updates and relevant industry information
- Explore additional professional development opportunities and thought leadership on the [PRsay blog](#)



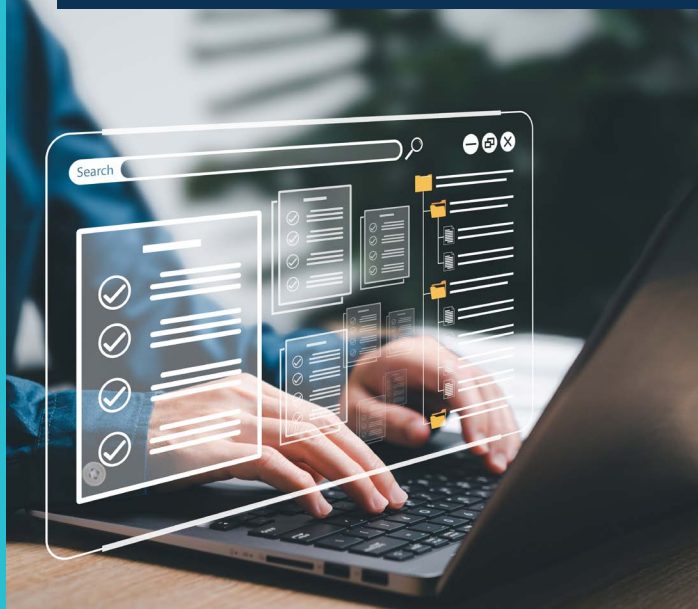


## Networking Opportunities

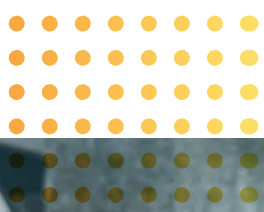


- Attend [ICON](#) to engage with public relations and communication professionals and students
- Access contact info for colleagues in our [searchable database](#) exclusively open to PRSA members
- Ask questions, exchange ideas, get inspiration and share useful resources with fellow PRSA members in our [private online community](#)

## Find Agencies, Professionals & Resources



- Use our search tools, powered by [CommunicationsMatch™](#), to find agencies, consultants, freelancers and service providers by industry and communications expertise, location, size, designations, diversity and client experience
- Create an agency profile to provide the information clients need to make the decision to shortlist and reach out directly to listed firms or send RFQs/RFPs online using [Agency Select™](#)



## SAVINGS Partners



Save 12% off  
your hardware needs



Save on online business  
accounting services



Save up to 20% off  
new payroll services



Save 20% on single-user  
subscription each year



Save up to 30% off  
rental vehicles



Save up to 71% off  
batteries, bulbs & more



Save 30% off 3 months  
of email marketing



Save up to 90% off  
freight shipping solutions

# CLICK HERE to start saving!



Business Owner's Policy (BOP) insurance package



Save 15–20%. Code WINDFALL (1-800-Flowers, 1-800-Baskets, Harry & David, Shari's Berries, Personalization Mall, VitalChoice, Simply Chocolate, Cheryl's Cookies, Wolferman's Bakery, The Popcorn Factory, FruitBouquets.com)



Save time. Save money. Get rewarded.



Save up to 25% off SMS marketing services



Save up to 60% off hotel rates worldwide



Save up to 60% off movies, theme parks, shows & more



Save up to 75% off office supplies



Qualify for business discounts savewithups.com/prsa



Special rates and discounts on all services



Save on credit card processing services



Save 20% off on subscription to the quarterly Roar Report and bi-monthly Roar Bulletin



Save up to 22% off 9,000 hotels worldwide



Save 10% off debt collection services



Save 10% off promotional products



Save up to 75% off prescriptions



Receive exclusive business rates



I cherish my PRSA membership for the invaluable networking opportunities, professional development and collaborative environment that continually enrich my skills and passion for the field.”

**Alisa Crider**  
Director, Investor & Public Relations  
Hampton Roads Alliance



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