

The background of the slide is a circular frame, similar to a porthole or a lens, with a dark blue, textured border. Inside the frame, two silhouetted figures are standing and facing each other, appearing to be in conversation. The background behind them is a bright, out-of-focus scene with green and white tones, suggesting an outdoor setting with trees and a bright sky. The overall color palette is dominated by shades of blue and green.

Tech PR's [not so] secret weapon



There's your way.

And there's the **unbelievably-simple-can't-believe-I-didn't-think-of-this-before** PRSourceCode way.

Behind-the-scenes is overrated.

Why do grunt work when you could be increasing your hit rates, volume of generated ink, speaker placements, and award wins? What you want is recognition and visibility. Grab it faster, easier, cheaper, and more reliably with **PRSourceCode**.

Ridiculously cost-effective, super-dedicated, and at your service any day, every day — PRSourceCode does the dirty work for you, scouring thousands of opportunities to find the juiciest nuggets, then delivering them directly to your inbox.

Looking for the perfect placement out of thousands of tech-related editorial features from 350+ leading technology trade and business pubs? Check out **Edit Forum**.

Longing for the supreme speaking or award opportunity from a selection of more than 2,000 qualified options worldwide? **Speaking & Awards Forum** is your new best friend.

Stop wasting time and money doing your own background research. **The limelight is calling your name.**



You're entering the insanely cost-effective zone.

What makes PRSourceCode so great? For starters, we've got a dedicated PR research team in personal, consistent contact with editors and conference/award organizers — talk about in-the-know.

We're 100% tech PR-focused, offering incredibly targeted placements.

Our pricing model is deliciously easy-to-understand and does not limit the number of users (**joy!**). And our accurate, reliable, high-quality, detailed, pre-qualified, relevant leads show up like magic in your inbox. Insane? Only if you don't like success.



Let the jaw dropping begin.

PRSourceCode doesn't just do tech PR. We're all over tech PR. Our staff covers a chart-topping, all-encompassing, astounding number of technology-focused resources every day, for your benefit. Our rich, **comprehensive categories list** ensures we touch every industry that touches your client base.

- Application Development
- Data Center Management: Servers, Virtualization, Consolidation
- Database Management, Data Mining, Data Warehousing, Decision Support, Business Intelligence
- Desktops, Laptops, Printers
- Document Management, Imaging, Workflow, Content Management, Knowledge Management, Business Process Management (BPM)
- e-Commerce, e-Procurement, e-Marketplace, Supply Chain
- Enterprise Applications - Enterprise Resource Planning (ERP), Financial, Human Resource, Customer Relationship Management (CRM)
- Graphics, Computer-Aided Design (CAD), Modeling, Simulation, Geographic Information Systems (GIS), Spatial
- Green IT
- Grid Computing, Utility Computing, On Demand
- Management – System, Network, Application, Asset
- Middleware, Transaction Processing, Software Architecture, Application Infrastructure, BPM
- Mobile Computing, Mobile Phones, Wireless
- Networking
- Open Source
- Portals, Collaboration (including Web 2.0), e-Learning, Social Networking
- Project Management
- Radio Frequency Identification (RFID)
- Security
- Services – Outsourcing, Systems Integration
- Storage, Business Continuity
- Video Conferencing, Streaming, Multimedia, Voice over Internet Protocol (VoIP), Convergence, Voice Recognition



The very definition of well-rounded.

Missing an opportunity doesn't do you any good. That's why we don't. In addition to our comprehensive list of categories, we offer industry verticals for reliable, relevant, real-time leads that are anything but the run-around. **Targeted success doesn't get more exciting than this.**

- Education
- Financial Services
- Healthcare
- Manufacturing
- Pharmaceutical/Life Sciences
- Regulatory Compliance
- Retail
- Telecommunications
- Transportation
- Utility



Tech PR, Zen-style.

You start with a laundry list of pubs' annual editorial feature calendars. And then you try, desperately, to stay on top of ever-changing feature focuses, writer names and contact info, article parameters, and deadlines. **Lose the desperation and use PRSourceCode.**

Our **Edit Forum** combs through thousands of tech-related editorial features from **350+ leading technology trade and business publications** — in real time. Subscribers can simply scroll through our database or wait for that lovely **"PING!** You have a fabulous opportunity that's just perfect waiting in your inbox." Smooth.

Get a taste of the easy life.

It's difficult to fully describe the awesomeness that is Edit Forum – but here's a sample to show you more of what you'll get. Visit prsourcecode.com for more!

Publication: *InfoWorld*

Title: NetBooks in the Enterprise

Focus:

This feature will focus on Netbook use in the enterprise. Specifically, it will serve as a tutorial on NetBooks in business situations. The writer is interested in what to avoid when using NetBooks, as well as good and bad examples of NetBook use. The writer is interested in speaking with original equipment manufacturers (OEMs) about where this product is going and if they have business customers that are using NetBooks. Please forward information via e-mail for consideration. Visit www.infoworld.com/index.html for more information.

Contact:

Ephraim Schwartz, Ephraim_schwartz@infoworld.com

Note:

You can always view present and future editorial feature opportunities at <http://www.prsourcecode.com>.



Success speaks.

So today you're going to gather comprehensive, useful data such as background on conferences/awards, conference track and session description info, submission deadlines, direct contact info, overviews of past speakers/winners, and submission criteria/guidelines on more than 2,000 qualified placement openings from around the globe, right? Or are you going to let us do it?

PRSourceCode's **Speaking & Awards Forum** speeds fantastic, relevant, targeted opportunities directly to our database and your inbox. And when it comes to reducing budget, time, and manpower, that speaks loud and clear.



We've got your victory, right here.

We'd need a billboard to show you the details covered by Speaking & Awards Forum – but that won't fit in our pockets. Instead, here's just a glimpse. For more samples and information, visit prsourcecode.com.

Award: Mobile Messaging Awards

Organization: 160 Characters Ltd

Submission Deadline: April 27, 2009

Contact: mike@160characters.org **Phone:** +44 (0) 1342 825169

Description:

The 6th annual Mobile Messaging awards in 2009 will cover the whole range of mobile messaging from short messaging system (SMS) and mobile messaging system (MMS), to instant message (IM), e-mail and voice-messaging.

Criteria:

The awards are open to all companies with a suitable messaging product, service, or initiative launched from March 2008.

Submission Requirements:

In order to register for the 6th Mobile Messaging Awards 2009, one must have a 160 Characters account. Once registered, please fill out the entry form at <http://awards.160characters.org/awards/register>. There is a fee with the entry.

Link to Award Site:

<http://awards.160characters.org>

* Expanded opportunity details may be viewed by visiting prsourcecode.com





Have a little fun while you're at it.

There's more — oh so much more — to PRSourceCode than our Edit Forum and Speaking & Awards Forum services. Subscribers log on daily for a variety of extras that keep them up-to-speed, in-the-know, and way more successful than they would be going it alone. Don't you deserve a piece of the action?

Edit Forum Network.

Our team of PR insiders is so in-the-know with our editorial contacts that we present **Lunch with the Editors Webinars** and editorial Q&A sessions, giving tech PR professionals an in to the world's most relevant, qualified, and useful opportunities.

The Decoder.

Our hot new blog site, The Decoder, reveals all things tech PR — it's the perfect place to connect with other pros and stay current on the constantly changing tech PR world — check it out at www.techprdecoder.com

Calculator.

Drop in some info, and we'll send you a summary of your daily activities' actual costs — along with an estimate of how much of your budget and time we can free up.



At the Source.

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