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ELECTRICAL BUSINESS

Press releases are a good way to develop a rapport with a magazine and its editorial staff while pursuing the chance of some free press.

There are numerous reasons why an organization may wish to issue a press release to the media, including (but not limited to):

- Opening a new facility
- Announcing a new hire
- Hosting a special event
- Speaking at a conference
- Announcing a new product/solution
- Mergers, acquisitions or other business arrangements
- Invitations to industry events

A “Press Release” is simply a document that contains information specifically tailored to members of the press rather than customers or the general public. It contains information that a member of the press can copy, paste and edit. It is not copyrighted information.

A product Sell Sheet is not a press release. Your Blog is not a press release.

(Though you could send us a press release *about* your new blog.)

You can Google tips on writing a press release. For our purposes, your press release need not be overly formal... though it must be a press release.

THE SPECS

- Email, not regular mail, is the preferred method of communication.
- Text should be sent in Word, PDF, plain text, in the body of an email... anything we can copy, paste and edit. Do not LOCK your document, or it will be rejected.
- Do not embed visuals (photos, graphs, etc.) in your Word document. Text only.
- Visuals are encouraged. Attach them as separate files (e.g. Photo 1.jpg, Photo 2.jpg). To be considered for print, photos must be a minimum of 300 dpi. For web, 72 dpi is the standard.

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- Keep the size of your email manageable (under 5MB). Do not send emails that are 10MB (or greater) in size. This bogs down your email, and bogs down ours.
- If you have a lot of pictures, or video or other assets, then use a file sharing service like Hightail, Dropbox, etc. If you're having trouble with these, let us know, and we will send you information on using our own file sharing service, which is simple to use and requires no special software.
- Video is also encouraged. If you have a YouTube account, be sure to include a link to the relevant video. Don't have a YouTube account? Send us your video file. (Again, use a file sharing service.)
- In case we want to know more, include contact information for the person who handles media enquiries.
- Also remember to include any social media details, like a Twitter account, and remember to follow our Twitter account. You will know if/when we published something of yours the moment we tweet it.
- It is OK to email or call to confirm we received the information you sent. Do not call or email demanding to know when something may appear in print and/or online. We do not send individual notifications when something is published. It is up to you to monitor our various products (e.g. magazine, newsletters, website) to see whether we published something you sent.
- If you choose to send a product sample, ensure you have covered any associated duties, brokerage fees, shipping fees, etc.
- PLEASE ENSURE your news is relevant to the Canadian marketplace. In the case of a new product, for example, make sure it has **been approved for use in Canada**.

If you have any questions, get in touch. We look forward to hearing from you!