



Media Release Submission Guidelines

Once you are ready to submit your release, email support@bizsmartmedia.com and attach your release. Please submit under the same name in which you purchased the releases. Please refer to the Authority Media Release Template for additional instructions.

Note: The most common reasons media releases are rejected are:

- (1) Casual language (I, we, you, etc. not within a quote);
- (2) Asking questions in the media release;
- (3) Length of media release (minimum 200 words, maximum 800 words);
- (4) Typos and grammatical errors

Media releases are reviewed for submission within 24 hours of being submitted to BizSmart Media between 9:00 am and 5:00 U.S. Central time Monday through Friday, excluding holidays. If approved, media releases are submitted for syndication between 9:00 am and 5:00 pm U.S. Central time Monday through Friday, excluding holidays, are normally released for syndication within 3 hours. Reports are generally available within 24-36 hours after a release is syndicated.

If your media release is not approved, you will be notified by our editor via email.

Please allow 24 hours for the initial review.

Once you submit this form, it **CANNOT BE RETRACTED or EDITED**. Check, Double-Check, and Triple-Check your submission!

BizSmart Media does a thorough review of all media releases before distribution to ensure these are newsworthy and meet the specified editorial guidelines in terms of style, structure, and format. All media releases submitted must have content that shares newsworthy information and must not be promotional or misleading, or market any product or service directly or indirectly.

Only media releases that meet our editorial standards will be published. In the view of our editorial staff, a good media release must be a concise description of an upcoming event, a timely report of an event that has just occurred, or an announcement regarding your organization, industry, or business community.

What is a Newsworthy Media Release?

A media release is an announcement of an important event in your business that will be occurring shortly or has already occurred in the recent past. Timeliness, relevance, and importance of an event to your readers make a newsworthy media release. The reader must get the gist of the media release through the headline and the summary.

The media release should not be written like a sales letter. Keep an impartial tone throughout the release.

Avoid Direct Address

The media release must be written in a strictly professional language. Superlatives, jargon, hype, or exclamatory words must be avoided. The use of direct address does not fit in the format of a good media release. Do not use casual first-person language (I, we, you, etc.) except in quotations from the company or official representative. Only include quotes that someone has actually said. Do not ask questions in a media release.

The Right Length

The suggested length is 450 to 800 words. A media release less than 450 words will not get picked up by Google News. Your media release should be free of spelling and grammatical errors. If you use industry acronyms, consider including definitions so the average reader can understand your message. Mistakes can adversely affect the credibility of your organization.

Keywords

When you post your release on the site, you can choose to display tagged keywords. These keywords are picked up by search engines and journalists' RSS feeds. They can include your company's name, the theme of the release, your industry or sector, or any other information that is relevant to the information being shared.

Embedded Links

You can embed HTML links, such as a video file/website, in the main body of your media release. You can even add a link to an email address, but it will not be protected by an anti-spam blocker, unlike the e-mail address provided under the built-in contacts tab. Ensure all links are formatted correctly and check that links are working before submitting your release for syndication.

Legal

It is the responsibility of the company to make sure the information used in the media release is accurate and current to substantiate any professional claims. All media releases referencing legal action or criminal matters must be backed by appropriate documents duly referenced and attested by appropriate authorities.

Valid Contact Info

All releases submitted for distribution should include a valid phone number and e-mail address in the media contact section.

Format

The headline should sum up the release purpose and must be short and to the point. Words in the headline should not be capitalized apart from the first alphabet and any names, brands, or other proper nouns.

- The headline must not be too long (under 140 characters), has active verbs and subject.
- The headline should accurately present media release's content.
- The headline must be newsworthy (important and recent enough to be announced).
- Do not use special characters and symbols in the headline such as ™ or ©.

A short summary of 250 characters at maximum (1-2 sentences) must follow the headline and must not have any links. It must include your company's name and keywords to be found on search engines. The summary should clearly describe media release's content.

The first paragraph may be the only part of your release that some people read, so it needs to state your identity and highlight the announcement.

Must Meet Overall Policies

Media releases should not promote a business model or practice that is deemed as unacceptable or is not in accordance with BizSmart Media's overall marketing and business policies. The decision of whether a media release meets the accepted industry standards will be taken at the sole discretion of our experts.

We WILL NOT accept releases:

- containing only opinion
- containing duplicated content or PLR
- promoting mortgage, payday, cash, short-term or long-term loan services
- promoting escort, sexual enhancement products
- promoting medication, nutritional supplements, or protocols
- containing political opinion
- containing religious opinion
- with intent to harm or defame
- containing unauthorized stock ticker symbols
- that promote online gambling
- with topics regarding e-cigs, green coffee, raspberry ketones, HCG, Kratom, Garcinia Cambogia and more

- containing references or links to sexually explicit material, illegal material or profane language
- containing content with the intent to harm or exact personal revenge against a person or group

*Disclaimer: At any circumstances, we reserve the right at all times and without previous notification to approve, disapprove any or all the published/submitted documents as long as it is inappropriate to be published. Any decision made by the BizSmart Media team shall be final.

No Spam

Using spam phrases is not allowed in media releases. Please don't use common advertisement and promotional words and phrases like 'Click here' or 'Great business opportunity' and the likes. Avoid using exclamation marks and caps on specific words with an intent to promote your products and/or services.

No Content that Intends to Harm

Media releases must not contain any content that is intended to harm the reputation of an individual, group, or company. The tone and tenor of the content must not incite, promote, or express hatred and must steer clear of bigotry, racism, or unjustified violence. The releases must not include "hate speech," be it directed at an individual or a group, depending upon the membership within some classes, which include but are not limited to, language, religious affiliation, race, gender identity, sexual orientation, or sex.

Images

Images may be included, but they are not accepted by all media outlets when syndicated. Only attach one image per release not more than 200KB in file size (jpg, png, or gif format only)

Formatting Your Media Release

Writing a media release is easy enough when you have a template to follow and specific guidelines and instructions that will ensure the flow of your news. But we can never forget the smallest and simplest details that will make or break the distribution of your media release. In this tutorial article, you'll be getting several tips to improve on your media release format and making it more search engine friendly to ensure that everyone can't resist getting a piece of your news.

Do not write a media release entirely in uppercase. There's no necessity, and this increases its chances of being ignored by journalists and many readers. If you intend to create emphasis on certain words or phrases, use bold or italics. You don't want your media release to be classified as advertising or spam because of all caps.

Summary Paragraph: The reason you see this all over again is because it is that important. As you should know, some media sites will only display your headline and summary, so if your media release is missing its summary paragraph, people aren't

going to know what your media release is about and as such, won't click and read your media release.

Spacing: Separate paragraphs to discuss separate ideas. There's no need for dashes and asterisks to segregate your media release into sections.

Language: Grammar is just a standard set of rules that has to be taken into account. No one wants to read media releases that do not sound legitimate or credible. Most press distribution sites will reject your media release if it is filled with grammatical errors.

We only support the English language, so don't use any other languages when submitting your media release.

Anchor texts: Even though anchor links are useful, try not to include more than one link per 200 words of your release, with a maximum of 5 links per release. You don't want to get labeled as spam.

Bullet points: These are good, but they shouldn't stretch across the media release like it was meant for grocery shopping. Search Engines tend to reject such media releases, so keep the bullet points short and few. Bullets within a media release sometimes do not syndicate, so you may want to consider using hyphens (-), numbers (1,2,3...), or asterisks (*) when typing a list.

Graphs and charts: All these should be converted to image files such as jpg, png, or gif for them to display properly. We also only allow one image per media release.

Word count: The standard word count should be between 450 and 800 words. Remember that you always want to express as much as you can using as few words as possible.

Double-Check Before Submitting a Media release

It's time to submit your media release! Hold on just a second, have you included everything that you need? Did you leave out any details, important keywords, or the desired call-to-action? Is your headline newsworthy enough for publication?

Sometimes we think that our media release is good enough, but it gets rejected. How do we know whether we've written a media release appealing enough for the public?

The answer – double-checking. Yes, it's an arduous task that no one does since our younger educational years, even though our teachers emphasized it as it would change the world.

It's not that powerful, but it does make a difference.

As such, here we have a checklist of things to take into consideration and ascertain that your media release is good enough for submission.

1) Details, Statistics, and Facts

Ensure that all your facts are substantiated with credible sources. Check that all the numbers and stats tally. Get names and brands correctly written and spelled. You don't want to mislead your viewers and give them false information that could tarnish your reputation and credibility.

2) Clarity, Coherence, and Consistency

What you find easy to read and understand might not be true for everyone else. It could be the complete opposite, so find someone willing to take the time to proofread your media release and understand its content to its entirety. If they don't get it, there's a good chance that your viewers won't either.

3) Anchor Keyword Links

Not only are we talking about including keywords and on-page optimization, but more importantly, whether your links actually work! Linking to a wrong page or a broken link isn't going to do you or your viewer any good, so before you send your media release, test out all the links.

4) Beware of Over-optimization

After all the hard work you've put into determining what your keyword(s) is, ascertain that they're neatly distributed and put into your media release for maximum on-page SEO. Check that you're not keyword stuffing (keywords should only be 2-3% of total word count) and that you're using a variety of synonymous keywords that your customers are searching for to find your brand.

5) Media release Format

Most websites follow a standard media release template, but to be safe, always format your media release sufficiently so that it's suitable for any website. This means putting your content into several paragraphs, using spaces, and hyphens appropriately. Don't leave extra spacing for no apparent reason.

6) Spelling, Grammar, and Punctuation

This is what sets apart the amateurs from the professionals. There's no excuse for not using spell-check. Even if we aren't all English majors, we can get someone with a decent grasp of the language to proofread your media release. Go through your media release, looking for misspellings and grammatical mistakes. Don't turn away readers because of this.

7) Contact Information

Why aren't people calling you? Did you make sure that your contact information is all correct? At the bottom of every media release, supply accurate contact details so that reporters can follow up with you and your story. Call your number with another phone if you have to.

8) Newsworthy Headline and Summary

This is the first thing you would be typing, and it should be the last item that you check before pressing the submit button. Make sure the headline and summary of your media release have all the necessary newsworthy elements for publication such as the subject, the active verb of the subject, the outstanding news information, and the recency of the story. (e.g. "John Doe Hits Three Amazon Best Seller Lists In July")

So, remember, to make that good impression, make it perfect by being extra careful to check everything once more before you send a media release.

The guideline will change from time to time without prior notice, and you are advised to visit this page for updates.

*Disclaimer: At any circumstances, BizSmart Media always reserves the right and without previous notification to approve or disapprove any or all the published/submitted documents as long as it is inappropriate to be published. Any decision made by the BizSmart Media team shall be final.