

# How to Submit a Press Release

**Two Methods:** [Finding Places to Submit a Press Release](#) [The Submission Process](#)

A press release conveys information that your organization wants to share with the public through the media. After the [press release writing](#) is done, follow these guidelines to submit a press release to the right media outlets.

## Method 1 of 2: Finding Places to Submit a Press Release

### 1 Send your release to your local media outlets.

- Daily newspaper in your community: Contact the City Editor or the editor in charge of the section that relates to your content.
- Weekly newspaper: Editor
- Magazine: Editor or Managing Editor
- Radio stations: News Director or PSA Director (if sending a public service announcement)
- TV stations: News Director

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### 2 Target newspapers, online newspapers or other media outlets in geographic areas where you want to expand your business.

### 3 Submit your press release to key players in your field including noted bloggers and industry leaders.

- Find the e-mail address of important bloggers in your field and e-mail them copies of your press release.
- Look up the names of key people in your industry. For example, if you are a member of a trade association, then find the person in charge of media relations in your association. Send your press release to that person via fax, e-mail or snail mail.

### 4 Use a distribution service. If you don't have time to research outlets for your press releases, then work with someone who can help you.

- Note that free press release distribution services typically offer limited exposure. With a small fee, most PR distribution agencies will be able to get your press release to news wire sites as well as media agencies. Your goal is to reach out

to as many people as possible. At the end of this article, you will find a list of reputable PR distribution sites.

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### Method 2 of 2: The Submission Process

**1 Reread your press release and proof it for errors.** Make sure that your headline and the first paragraph, in particular, communicate that your content is newsworthy.

**2 Research and follow each outlet's submission guidelines.**

- Generally, your contacts will prefer to receive news releases either by fax, mail or e-mail. Send your release the way that the publication wants it sent.
- Don't worry too much about finding out which exact individual you should send your release to if you don't have a lot of time. Get the person's title right, and that should be sufficient.

**3 Determine the timing of your press release.**

- Your release may need to coincide with an event or product launch. Otherwise, submit the release early in the week and early in the day.
- Choose an atypical time, such as 9:08 a.m. instead of 9:00 a.m. Doing this will keep your release from getting lost at the top of the hour.

**4 Submit your press release according to the required guidelines.**

- Type or paste your content directly into the body of an e-mailed press release. Many journalists delete e-mails with attachments because they take too much time to download and may contain viruses.
- Send your press release to 1 publication at a time or blind carbon copy (BCC) the recipients to make the news release submission seem more personal.
- Some outlets may prefer that you upload the press release directly to their website over a secure submission platform.

**5 Add media such as photos and videos to your submission to increase your readership.**

- Avoid sending media files over e-mail. Large files will clog an inbox and may end up in the junk mail folder.

- Send your contact person a link to your media through a service like Box or Dropbox. Alternatively, state that photos and videos are available upon request.

**6** **Follow up with a phone call.** Ask if the recipient has received the release and offer assistance or further information as needed.

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Yes

No

Yes

No

Yes

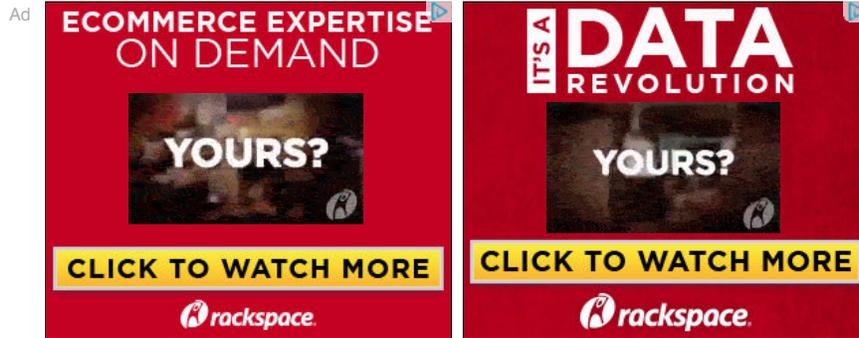
No

Yes

No

### Tips

- Add a newsroom section to your website. Archive your press releases on your website. You'll look more legit and may also attract new customers.
- Follow the standard **press release format** carefully. News organizations are more likely to publicize press releases that are properly organized.
- Make sure that you include complete contact information on the bottom of your press release including your name, phone number, e-mail address, physical address and website URL.
- Make your press release easy to find online. Know the search terms that your customers use when they search for you on Google. Incorporate those search terms into your press release, particularly into the first 250 words.



### Warnings

- Before you sign up with a press release distribution service, do your research to make sure that they're reputable.

### Things You'll Need

Properly formatted press release  
Submission guidelines

### Sources and Citations

- [How to Distribute a Press Release](#)
- [10 Ways to Make Press Releases More SEO Friendly](#)
- [Where and how to send your release](#)

### Press Release Distribution Services

- [PRWeb](#)
- [ePressDistribution](#)
- [WebWire](#)

## Article Info

Categories: [Visual & Written Media](#)

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