

Instructions for writing and posting press releases on [Direct Marketing Newswire](#) or the NMOA [Wholesale Distributor Blog](#).

*The six main parts of a press release.*

**1. The headline:**

Headline Announces News in Title Case, Ideally Under 80 Characters. (Do not use all caps)

NOTE: Headlines are a maximum of 170 characters on this site. We recommend writing your headline and summary last, pulled from the most important news elements in the body of the release. Use title case in the headline only, capitalizing every word except for prepositions and articles of three characters or less.

**2. The summary:**

*The summary paragraph is a little longer description of the news in the body of the release, elaborating on what you put in the headline using one to four sentences. The summary uses sentence case, with standard capitalization and punctuation.*

**3. The Body:**

City, State (Company released by) Month Day, Year -- The lead sentence contains the most important information in about 25 words. Grab your reader's attention here by simply stating the news you have to announce. Do not assume that your reader has read your headline or summary paragraph; the lead should stand on its own.

A news release, keeps sentences and paragraphs short, about three or four lines per paragraph. The first couple of paragraphs should answer the who, what, when, where, why and how questions. The news media may take information from a news release to craft a news or feature article or may use information in the release word-for-word, but a news release is not, itself, an article or a reprint.

The standard press release is 300 to 800 words and written in a word processing program that checks spelling and grammar before submission.

The rest of the news release expounds on the information provided in the lead paragraph. It includes quotes from key staff, customers or subject matter experts. It contains more details about the news you have to tell, which can be about something unique or controversial or about a prominent person, place or thing.

While typical online news and PR distribution sites do not allow the use of hyper-links in the body of the press release at all, we encourage you to use them, (with common sense and reserve) on relevant keywords or phrases that will help build your company's web site search engine ranking. We do not recommend using more than two in the body of your release. Example: "The National Mail Order Association (NMOA) announced their latest [book on starting a mail order business](#) titled..." The key phrase "...book on starting a mail order business..." is hot-linked to the book.

Typical topics for a news release include announcements of new products or of a strategic partnership, the receipt of an award, the publishing of a book, the release of new software or the launch of a new

Web site. The tone is neutral and objective, not full of hype or text that is typically found in an advertisement. Avoid directly addressing the consumer or your target audience. The use of "I," "we" and "you" outside of a direct quotation is a flag that your copy is an advertisement rather than a news release.

#### **4. The final paragraph:**

In the final paragraph you can restate and summarize the key points with things like:

People can get a (sample, copy, demo, or purchase) at the following places..., by visiting..., or by contacting ???? at... You can also include details on product availability, trademark acknowledgment, etc. here.

The last line is three pound signs (###), centered, showing that the body of the release has ended.

#### **5. The about:**

This is where you tell about your company.

Include a short corporate backgrounder, or "boilerplate," about the company or the person who is newsworthy before you list the contact person's name and phone number.

#### **6. For more Information:**

This is where you put who to contact and how.

Your Name, Your title.

Company Name

Company Address

Your Phone: 111.222.3333

Your Email: yourname@yourcompany.com

Your company website.

When you post your press release on Direct Marketing Newswire, or the NMOA Wholesale Distributor Blog, your Headline goes into the "Title" field, and your; Summary, Body, Final Paragraph, About, and For More Information, go into the "Content" field.

In the "Labels" field for the Wholesale blog product postings you should put the category of product your product falls into with the word "Wholesale". i.e. Wholesale Apparel, Wholesale Gardening Supplies, Wholesale Sporting Goods, Wholesale Wax Candles, etc. You can see the list of product categories we commonly use here: <http://www.nmoa.org/Products/categ.htm>

In the "Labels" field for the Direct Marketing Newswire you should try to use 2 to 4 words that relate to your release and/or the person it's for. i.e. Small Business Help, Direct Mail Printing, New Mailing List, New Catalog Launched, New Event for Infomercials, Copywriting and Graphic Design, Refrigerated Fulfillment Service, etc. The key thing to remember is search engines see these words too, so selecting appropriate words is helpful. You can see a detailed list of direct marketing vendor categories here <http://www.directmarketingevents.com/dme/vendors.asp> for some key word ideas.