

# How to submit press releases to



Our editorial staff reviews new-product and other announcements and selects those that will be included on our website and/or in the magazine. Products are evaluated based on their applicability to the day-to-day job activities of professionals in the structured cabling industry.

## New Products

- Releases should be dated and contain a concise technical description of the product, describing what it is and its applications. Releases should also include the product's price.
- Include a short headline and define all acronyms used in the release.
- Do not fill the release with competitive claims or superlatives. Informative releases focusing on product attributes and applications are most likely to be selected for publication.
- Release must include the manufacturer's name and web address, as well as the name and email address of a contact person (the latter for use by our editorial staff only).
- Send releases electronically in a format compatible with Microsoft Word, or embedded in an email.
- If available, include a high-resolution color photo. Simple images of the product against a neutral background are ideal.

## News Releases

All press releases will be considered for use online, or may be selected for expansion into a staff-written news article for placement on our website or in the magazine. Releases must include the name and contact information of an individual whom the editorial staff can contact for follow-up information. Like product releases, news releases are best delivered electronically in a format compatible with Microsoft Word or embedded in an email.

*Send Press Releases, Briefing Requests and Other Queries to:*

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