

Press Release

Headline (100 Characters)

Headline

Summary (250 Characters)

Summary

Body (for most sites 300 - 500, for PR Log 500 words/3000 Character's minimum | Min 2 paras ideally 5-8 lines each | max length 8000 Character's for PR Log)

Date line (Release Date & Country no need for online services)

Introduction

Para 1 (First Paragraph give basic answers to who, what, when, where, and why)

Introduction

Details (Further explanations, statistics, background or other details relevant to backup the intro)

Para 2 (Put in more details to flesh out the story outlines in the first para)

Para 3 ("Quotes from you or some one relevant to the story" Don't try to cram too many points into one quote – each quote should make one point)

Para 4 (Extra relevant information)

Content

About (Background of the company)

Editors Notes

Media Contact (Contact Info)

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