EIN PRESSWIRE

Everyone's Internet News Presswire®

Getting Started
Guide

Getting Started Guide

Welcome to EIN Presswire, Everyone's Internet News Presswire®, the world's #1 press release distributor for SMBs and SMEs.

EIN Presswire is a service of [Newsmatics Inc.](), a Washington D.C.-based news tech company.

The Getting Started Guide is designed to answer many of your initial questions.

If you have other concerns not covered in this guide, please visit the [contact page]() to reach the customer service team by email or for phone numbers in your location.

Customer service representatives can guide you through using EIN Presswire, interpreting distribution reports, viewing invoices, and much more. They are available across multiple time zones 18 hours per day, Monday to Friday.

Everyone's got a story to tell and EIN Presswire will help you spread the word.

You've made the right choice - **now let's get started!**

> " The service was perfect as far as I am concerned. The day after I issued the press release, I received an invitation for a radio interview on America Tonight, which has 2.9 million listeners.
>
> **Malcolm Duff**
> Singer-songwriter
> ★★★★★

> " Super fast and fantastic reporting. Sooo much faster than manual submission! The reports are very useful and beyond what we expected.
>
> **Karl Alexander**
> Marketing & Automation Manager
> SJA Real Estate
> ★★★★★

Content Submission & Review Process

Content moderators review all press releases prior to distribution.

For all new customers, there is a one-time account verification check that begins when you submit your first release. The verification check may take up to two business days.

After the check is complete and for all other customers who have already been checked, it generally takes about two hours to review your release prior to distribution.

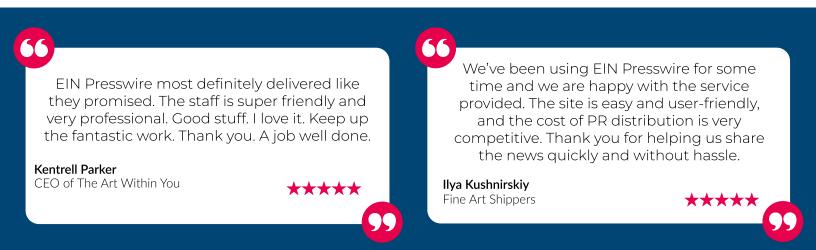Press releases are reviewed during business hours.

Press releases must meet certain criteria to ensure that any information we disseminate is accurate, trustworthy, validated, newsworthy, and appropriate for audiences of all ages. Learn more about our editorial policy here.

We may reach out for more information or clarification so please keep an eye on your inbox. Press release credits are only deducted once the press release has been distributed.

Content moderators focus on the account information you've provided AND the content. Details matter. They look for sufficient information to identify you as the authorized person to submit the release and whether or not the content is suitable for distribution according to our editorial guidelines.

▶ Key Points

- Content is moderated during business hours
- New customers undergo a one-time verification check that takes up to two business days
- After the verification check, the review process takes about two hours during business hours
- If you've been asked to provide more information the review process will take longer
- Content moderators focus on editorial compatibility and account information
- Not all content meets our guidelines. If yours doesn't, you may ask for a refund
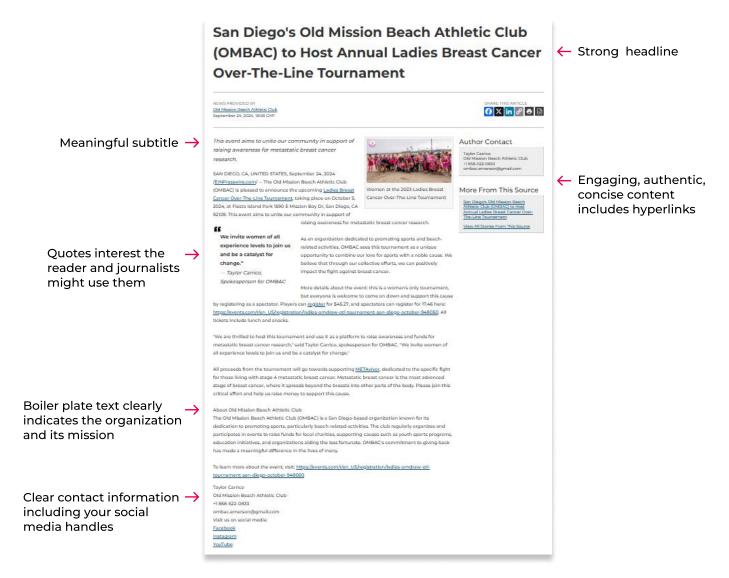
Writing a Press Release

You're here because you have news to share.

If this is your first time using a press release distribution service, below are a few things you should know when writing a press release. For those of you who are seasoned PR professionals this will be a refresher.

What exactly is a press release?

Perhaps you have experience writing blog posts, news articles or content for websites or publications. That's great! However, a press release is a completely different piece of content. Press releases have a specific format and are usually shorter than news article.

Example press release (see the full release):

San Diego's Old Mission Beach Athletic Club (OMBAC) to Host Annual Ladies Breast Cancer Over-The-Line Tournament

← Strong headline

NEWS PROVIDED BY
Old Mission Beach Athletic Club
September 24, 2024, 1858 GMT

SHARE THIS ARTICLE

Meaningful subtitle →

This event aims to unite our community in support of raising awareness for metastatic breast cancer research.

SAN DIEGO, CA, UNITED STATES, September 24, 2024 /EINPresswire.com/ -- The Old Mission Beach Athletic Club (OMBAC) is pleased to announce the upcoming Ladies Breast Cancer Over-The-Line Tournament, taking place on October 5, 2024, at Fiesta Island Park 1590 E Mission Bay Dr, San Diego, CA 92109. This event aims to unite our community in support of raising awareness for metastatic breast cancer research.

Author Contact
Taylor Carrico
Old Mission Beach Athletic Club
+1 858-522-0833
ombac.emerson@gmail.com

Women at the 2023 Ladies Breast Cancer Over-The-Line Tournament

More From This Source
San Diego's Old Mission Beach Athletic Club (OMBAC) to Host Annual Ladies Breast Cancer Over-The-Line Tournament
View All Stories From This Source

← Engaging, authentic, concise content includes hyperlinks

Quotes interest the reader and journalists might use them →

"We invite women of all experience levels to join us and be a catalyst for change." — Taylor Carrico, Spokesperson for OMBAC

As an organization dedicated to promoting sports and beach-related activities, OMBAC sees this tournament as a unique opportunity to combine our love for sports with a noble cause. We believe that through our collective efforts, we can positively impact the fight against breast cancer.

More details about the event: this is a woman's only tournament, but everyone is welcome to come on down and support this cause by registering as a spectator. Players can register for $45.27, and spectators can register for 17.46 here: https://events.com/r/en_US/registration/ladies-omdraw-otl-tournament-san-diego-october-948050. All tickets include lunch and snacks.

"We are thrilled to host this tournament and use it as a platform to raise awareness and funds for metastatic breast cancer research," said Taylor Carrico, spokesperson for OMBAC. "We invite women of all experience levels to join us and be a catalyst for change."

All proceeds from the tournament will go towards supporting METAvivor, dedicated to the specific fight for those living with stage 4 metastatic breast cancer. Metastatic breast cancer is the most advanced stage of breast cancer, where it spreads beyond the breasts into other parts of the body. Please join this critical effort and help us raise money to support this cause.

Boiler plate text clearly indicates the organization and its mission →

About Old Mission Beach Athletic Club
The Old Mission Beach Athletic Club (OMBAC) is a San Diego-based organization known for its dedication to promoting sports, particularly beach-related activities. The club regularly organizes and participates in events to raise funds for local charities, supporting causes such as youth sports programs, education initiatives, and organizations aiding the less fortunate. OMBAC's commitment to giving back has made a meaningful difference in the lives of many.

To learn more about the event, visit: https://events.com/r/en_US/registration/ladies-omdraw-otl-tournament-san-diego-october-948050

Clear contact information including your social media handles →

Taylor Carrico
Old Mission Beach Athletic Club
+1 858-522-0833
ombac.emerson@gmail.com
Visit us on social media:
Facebook
Instagram
YouTube

Following the above example and adherence to the editorial guidelines will not only help get you write a great release, it can also speed up the review process.

Edits, Before and After Distribution

Typos sometimes happen. There's no need to panic.

After the content moderators review your press release for adherence to our guidelines, it will be distributed immediately, if that's what you've chosen, or at the time and date selected.

At any point prior to distribution, you may revert the release to draft mode and edit your release. After you save your changes, you will have to resubmit it for review.

If you find a typo after distribution, we are happy to make minor text edits for you. These edits will appear on the distribution points we control. However, some of our third-party publishing partners will not update the content once published.

Retracted press releases are not subject to a credit reimbursement and may not be removed from our third-party publishing partners.

▶ **Key Points**

- Before distribution, you can make edits in draft mode and resubmit for review
- After distribution, we can make minor edits for you such as fixing typos
- Edits made after distribution will only show on press releases within our network

> ❝
> EIN Presswire continues to be the standard for press release companies. The timeliness of service, strong support from staff and quality of reach keeps me coming back again and again. Makes my job much easier as a PR expert in San Diego. Thank you EIN! ❞
>
> **Dr. Rob Garcia**
> Shift Magazine ★★★★★

> ❝
> The entire process of posting a press release to EIN presswire was clear and easy - totally painless! Very happy with ease of use and distribution channels. ❞
>
> **Kathleen Conologue**
> CFO, STEM Coding Lab, Inc. ★★★★★

Understanding Your Distribution Report

Distribution reports show where the press release is published.

You can find a distribution report for each press release you issue on My Press Releases. The report will also be emailed to you within about two hours after distribution. Distribution reports are available as a PDF. Tracking links can be downloaded as a CSV file or viewed as an RSS feed.

Distribution Report Overview:

Major Newswires & Search Engines:
Quick links show the pick up and indexing of your press release on major search engines and newswires. Search engine results will grow as time passes.

Boosting with Social Media:
Pushing your press release out on social media expands both the reach of the release and increases the potential for engagement.

Industry Newswire Highlights:
Industry newswires are used by industry professionals, journalists, government officials and many others. Newswire inclusion maximizes the reach of your release.

Media Reprints:
Media reprints highlight the pick-ups and full page syndication points of your release at the time the distribution report was sent to you.

News Databases:
News databases are subscription based, widely used platforms that are crucial for engaging with journalists, professionals and industry insiders.

World Media Directory:
Press releases are sent to targeted publications within the World Media Directory. It also provides contact details for each media and you can reach out to them directly.

Understanding Your Distribution Report

Unique proprietary distribution keeps customers returning.

In addition to the distribution points that match top tier competitors, you get something no other distribution service offers:

- **Affinity Group Publications:** are news sites focused on niche audiences and topics
- **EIN Newswires:** has been a leading global newswire services since 1995
- **Perspectify:** allows PR professionals to understand the bias of news sources

Millions of news consumers and industry professionals rely on Affinity Group Publications, EIN Newswires and Perspectify for their news.

These are targeted and unique distribution points that can't be found elsewhere.

▶ **Key Points**

- Press releases are republished on major news sites, indexed in search engines, hit the newswires and go out on high-quality proprietary distribution points
- Distribution reports are available within about two hours after release
- The distribution report will be emailed to you and appear on on My Press Releases
- Views, opens and readerships numbers are not counted because they are highly unreliable due to bots, scripts, and traffic manipulation techniques
- You can view a sample distribution report.

> " I've been using EIN Presswire to provide information regarding eHACCP.org's HACCP training updates and new releases for about 3 years. I've seen my URL rank consistently on the first page of Google and Bing searches. I'll continue using EIN Presswire and would recommend them to anyone.
>
> **Stephen Sockett**
> eHACCP.org ★★★★★

> " Dollar for Dollar, EIN Presswire has the best syndication network across all the presswire services. I've researched and seen them all, and many services offer a fraction of the same outlets for much more cost. That's why I keep coming back to EIN Presswire.
>
> **Michael Stover**
> MTS Management Group ★★★★★

Quick Links and Useful Resources

Useful Resources:

EIN Presswire Video Tutorials: Learn how to upload a press release, view your distribution report, and understand more about EIN Presswire distribution.

FAQs: Based on customer feedback, you'll find an answer to almost any question.

Editorial Guidelines: Check out the guidelines to understand the approach to content quality, legal and political releases, and what constitutes excluded content.

My Newsroom Setup & Use Guide: Find out how to make the most of your Newsroom with explanations, tips and examples.

Pricing Guide: Learn about distribution packages, see a list of features and pricing.

World Media Directory: One of the world's leading online media directory maintained by EIN Presswire and free for you to use.

AI Press Release Generator: A free EIN Presswire service that helps you create stunning press releases that get you noticed.

My Account Links:

- My Press Releases - www.einpresswire.com/press-releases/
- Invoices - www.einpresswire.com/account/invoices
- RSS Feeds - www.einpresswire.com/my-rss/
- Create a Release - www.einpresswire.com/press-releases/edit
- Newsroom - www.einpresswire.com/account/newsroom
- Newsletters - www.einpresswire.com/my-newsletters/
- Image Library - www.einpresswire.com/press-releases/images/
- Email Preferences - www.einpresswire.com/email_preferences
- Distribution Reports - www.einpresswire.com/press-releases
- Account Information - www.einpresswire.com/account/edit

> I recommend you to my clients on a regular basis. Because I work with a lot of startups that just don't have any budget yet, they lean on our PR firm to get the news out. Your service is one of our favorite tactics for getting that done. Thanks.

Rick Grant
RGA Public Relations
★★★★★

> I needed to get out a press release quickly, and looked into several press release companies. I found that EIN Presswire had an easy-to-use web interface and their costs were very competitive. I definitely intend to use EIN Presswire again.

Bob Zeidman
President, Zeidman Consulting
★★★★★

EIN PRESSWIRE

Still Have Questions? We're Here to Help

Questions? Need more information?

Customer service representatives are ready to answer your inquiries across multiple time zones, 18 hours per day, Monday to Friday.

- In the USA call: +1 (202) 335-3939
- In Europe call: +44 78 2202 3939
- Send an email: www.einpresswire.com/contact

- More about distribution: www.einpresswire.com/distribution
- Pricing & Comparison Chart: www.einpresswire.com/pricing
- Meet the Team and How-To videos: www.einpresswire.com/video-tutorials

- Have high-volume distribution needs? Let's talk!

Follow us!

We regularly post about distribution best practices, how to get the most out of your account and more. You'll also be the first to know about special discounts and offers!