**FOR IMMEDIATE RELEASE**

**Instructions to Email a Press Release**

**By TBB/MDN Staff**

**McAllen, Texas –APRIL 20, 2018 –**Sending a press release can be confusing and chaotic, this is why we created a few guidelines to follow when sending your press release to us. These guidelines are universal, many businesses use them and their press releases are successfully published. This press release sample will show you more of what a press release looks like.

Please send all your press releases as word documents (editable documents). DO NOT send press releases as PDFs, JPEGs, etc. The word document should include photos and photo captions in it. As you will find bellow. If sent by email, please add the copy – the whole text – as the body of the email AND attach the word document, and pictures as separate files.

Press releases can also be invitations to events. If so, please consider sending them at least 48 hours before the event. This will help us publish your invitation and attracting people to attend to your event.

Photos should be attached separately from the press release. The preferred format for pictures is JPEG. Photos should be at least 300dpi in order to show good quality, and please DO NOT send pictures taken with a smartphone. Smartphone pictures are a no-no!

Photos should always have a caption, because even though photos “mean more than a thousand words” our audience might not know who or what is happening in the picture. It is essential to always identify the people that are in the photo, please include their full name, title, and company or city where they are from to make it easier for the reader to know who they are. If the picture has more than two people please start the caption with “Pictured from left to right”.

We hope that this information is useful to you, and that this sample helps you to improve your press releases.



**This is the Photo Caption**

Press release information. ( Photo credit goes here: Photo by TBB/MEGA)

**MEDIA CONTACTS**

**Press Release Sender**

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