HOW TO SUBMIT
a Press Release to *The NEWS*

WHAT IS A PRESS RELEASE

A NEWS-worthy press release is information that will help HVACR contractors do their jobs more profitably and professionally. Press releases in *The NEWS* may be used in print and online at **www.achrnews.com**.

The NEWS also features announcements of general interest to the entire HVACR industry (company mergers, promotions, etc.). But our main focus is the person who has the most contact with the HVACR product's end users — the contractor.

COLUMN CATEGORIES

- **App Zone:** New smartphone/tablet apps announcements.
- **What's New:** New product and literature announcements.
- **FYI:** Personnel announcements and general news about contractors, manufacturers, wholesaler-distributors, associations, and other industry-related news.
- **Newsline:** Announcements of general interest to the HVACR industry.
- **Training Track:** Training available including dates and locations.
- **Calendar of Events:** Meetings and shows of interest to the industry.
- **Project Files:** Case study snapshots.
- **Extra Edition:** Special online-exclusive section featuring service and maintenance articles; technical how-to articles, and business management articles. These are normally bylined articles by industry experts.

WHEN WILL MY PRESS RELEASE RUN IN *THE NEWS?*

Press releases submitted for use in a *NEWS* column usually are published in the order they are received. General news, case studies, and feature articles are published according to several factors: reader interest and service, space constraints, and issue themes. It is often difficult to estimate the publication date of any press release to coincide with advertising or other marketing plans.

GETTING A PRESS RELEASE PUBLISHED

There are no prerequisites for getting a press release published, including advertising. So, mentioning your advertising plans to editors is not necessary. But, with the best business-to-business environment in the HVACR industry, *The NEWS* is an excellent medium for your advertising message.

RECEIPT OF ISSUE WITH PUBLISHED PRESS RELEASE

You will not automatically receive the issue that contains your release. *The NEWS* publishes so many items in each issue that such a service would be incredibly time-consuming and expensive.

TRACKING READER RESPONSES TO YOUR ANNOUNCEMENTS

What's New items run with as much contact information as you wish so that *NEWS* readers can contact you directly and quickly by phone, e-mail and/or your website. They are also assigned a reader service number that readers can use to request more information via the Reader Action Card in the magazine or (even better) through the eProduct Info page on our website. These responses/sales leads can be e-mailed to you weekly, mailed to you twice monthly, and/or accessed online directly with a user name and password that we'll set up for you. Most readers will want to contact you directly, however, so it's a good idea to have lead tracking plans in place to ask phone callers and e-mailers where they heard of you so that you know it was *The NEWS* that prompted the lead.

WHEN SUBMITTING GRAPHICS

For What's New, other departments, and all articles, please submit an electronic image using the specifications below.
- **Formats:** JPG and vector-based EPS (where applicable) preferred. Also accepted are TIF, PSD (Photoshop CS5 or lower), and AI (Illustrator CS5 or lower).
- **Resolution for raster images:** 300 dpi
- **Image size:** 6 inches wide or larger for feature articles; 2.5 inches wide or larger for What's New images.

SEND PRESS RELEASES TO:
- **Mail press releases to:** *The NEWS,* 2401 W. Big Beaver Rd., Ste. 700, Troy, MI 48084
- **New product press releases:** newproducts@achrnews.com
- **Training Track press releases:** training@achrnews.com
- **All other press releases:** kylegargaro@achrnews.com

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theNEWS
online at www.achrnews.com