



How to Submit Your News Release with Business Wire

As you familiarize yourself with our platform, here are some easy steps to follow when submitting your first release:

- 1 Log in at businesswire.com and select "Submit a Press Release" from the Home menu.
- 2 It's all about timing: Are you looking to send your release immediately, on a specific day and time or do you want to submit it and have us call you? It's your choice -- we are here to help.
- 3 We want to make sure your release gets to the audience you need to reach. There are a lot of choices here. If you need help selecting which distribution options are best, let us know. We will help you make the right choice.
- 4 Upload the text of your news release and don't forget to upload your logo with the underlying URL. It's a great branding tool and best of all, it's free! Did you know that news releases with multimedia get three times as many views as standard releases? Do you have a picture? Upload it!
- 5 Don't forget the finishing touches by adding a release summary and links to your social platforms like Twitter, Facebook, and YouTube.
- 6 Review that you have all the pieces that tell the best story you can and you'll be ready to click Submit.

Thank you for choosing Business Wire as your trusted partner for distributing your organization's must-know news to your targeted audience.

Business Wire's communications platform is our secure portal for you to submit and manage your releases all in one place.

Our whole team is looking forward to getting to know your organization!

If there are any questions, please don't hesitate to give your local newsroom a call at 888.381.9473.

We're here to support you in any way possible. Looking forward to seeing your release!

**At Business Wire,
we mean business.**