

## About **E-MAILING** news releases to TEST Engineering & Management magazine:

E-mailing news releases, rather than snail-mailing or FAXing them, offers significant advantages on both ends. News reaches us right away; there are no mailing costs; photos as digital attachments are ready for processing directly in our computers; website links to more detailed sources of information are merely a click away.

However—whether mailed or e-mailed—news releases still need to contain the same basic pieces of information they always have. Yet unfortunately, we find that far too many people leave out vital parts of that information when they e-mail a release—information they would formerly *never* have left out! In addition, the variety of digital presentation methods is vast, and experience has taught us what works most easily and smoothly, what is OK but more difficult, and what is totally unacceptable.

So here is a rundown of preferences and requirements, dos and don'ts, for submitting news releases electronically to TEST:

### Preferred:

1. In your cover e-mail, provide an informative headline and a brief synopsis of the salient features of the item you're releasing—a sentence or two is plenty, and up to one short paragraph (perhaps your release's lead paragraph) is acceptable.
2. Attach your entire release, including illustration, as a PDF. Please note that this allows you to present your release as you wish it to be seen, including your own logo, colors of your choice, etc.—your *best* foot forward!—*and* (if made with type fonts correctly embedded) allows technical symbols to present correctly.
3. Attach your illustration as a small-dimension high-resolution TIFF or JPEG file.
4. Include **ALL** of the following: • whom we, as editors/publishers, should contact if we have questions; • the company's physical location and **full** mailing address plus phone, FAX, e-mail, and website *in* the release itself; • to whom reader inquiries should go, including (1) **full** contact information if different from the company's main address, etc., or (2) verification that all is the same as the company's.

### Acceptable:

1. Prepare your cover e-mail as described above in "Preferred" (1).
2. Instead of a PDF, attach a Word document or text file of some sort **or** provide a link that goes **directly** to a printable or downloadable news release on your website. (*Don't* make us wade through layers of website!)
3. Attach your illustration TIFF or JPEG file at a lower resolution but with proportionately larger *physical* dimensions **or** provide a **direct** link to an *identifiably labeled* downloadable TIFF or JPEG file (i.e., "Model 1234 analyzer").
4. Include all contact information as detailed above in "Preferred" (4).

(over)

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FAX

## About **E-MAILING** news releases to TEST Engineering & Management magazine (continued):

### **What we DON'T like to get:**

1. News releases with the full text in the e-mail itself. Program and computer system uniformity/compatibility issues too often cause bad line wrapping, wildly broken up text, terrible (and inadequate) symbol replacement. *Don't* make us struggle with these **very** hard-to-read methods!
2. Illustrations only contained within the PDF release file so we must extract them.
3. Illustrations with lots of “artsy” gradients and/or other distracting elements in the background; these please photographers and clients, but may be hard for magazines to use to present what *readers* need—small but clear **PRODUCT** images.
4. Links to some vague portion of your website from which we must first figure out where to go, then navigate through layers of website, and finally decipher news release and illustration names that bear little or no relationship to items identified in the original e-mail.
5. A long list of attachments, each named in “code,” which when opened prove to contain things like the trademark symbol or a stylized product logo.
6. News releases that go on and on... and on... and on.
7. News releases that are aimed at fields other than ours (such as “environmental soil contamination testers”), sent to us because the originator has picked up on a shared key word (in this example, “environmental”) but has not done his/her homework; our Statement of Editorial Purpose is right on our home page!

### **Absolutely NOT acceptable:**

1. E-mails where the only reference to the item is cryptic and in the e-mail subject line, regardless of whether you have attached a file or provided a link.
2. Messages that tell us to go to your website “for new products” without providing either a direct link or any product-identifying name. (*We are not your customers!*)
3. Illustration files so small and/or low-resolution (the size of a postage stamp at 72 dpi, for instance) that we can't get reproduction-quality images from them.
4. Illustrations only contained within non-PDF news release files and not attached as separate TIFF or JPEG files.
5. News releases that do *not* include *all* contact information as detailed above in “Preferred” (4).

**All requested, required, and rejected forms of digital news release submission detailed in this document are based on our *actual* experiences. Reasons why some things are OK and some are not seem obvious on this end. But if *you* are puzzled or curious about the “why” behind any of them, please write (address on page 1), phone, or e-mail editor Eve Mattingley-Hannigan:**

**(510) 839-0909 • [eve@testmagazine.biz](mailto:eve@testmagazine.biz)**

### **About the SYSTEM and APPLICATIONS we work in:**

We are working in a Mac, running OSX 10.6.8. We use Adobe Acrobat Pro 9.4.6; Photoshop CS5; Illustrator CS5; and Adobe InDesign CS5.