Reminder Publishing, LLC. Press Release Submissions Policy

Press releases submitted to Reminder Publishing must contain a clear, timely and newsworthy angle and be free of advertising hype, direct address and spam.

Reminder Publishing reserves the sole right to edit all press releases for grammar, clarity, accuracy and style. This applies to the body of the submission as well as its headline. Upon approval for publication, all press releases become property of Reminder Publishing. Reminder Publishing reserves the right to not publish any press release for any reason, at the sole discretion of the editors. Submissions with factual inaccuracies will not be published. If your press release is selected it will be run on a single occasion and you agree to give us the right to publish it in print and digital form. Reminder Publishing runs press releases on a space-available basis, and there is never a guarantee a press release will be published.

Press releases should incorporate the following features/qualities:

Newsworthy Content: common news angles include timely information about a new product or service, a business expansion or recent event, an organizational milestone like an anniversary or award or the issuance of a tip sheet or expert opinion on a topic currently in the news. The news announcement must be clearly stated in the headline.

Objective Tone: press releases should be free of hype flags and direct address (i.e. "you," "I," "we," etc.) unless used within a quotation from a spokesperson from a company or organization. Direct address is a flag that the content is an advertisement rather than a news release. Similarly, hype flags — exclamation points; hyperbolic product/service claims; descriptions of a product or service as AMAZING, or the use of upper-case characters to create emphasis — challenge the credibility of your news announcement.

Standard Length: press releases should be between 200 and 600 words. The length of your release directly affects its distribution.

Standard Grammar and Spelling: press releases should be free of spelling and grammatical errors and should be written entirely in English. Although jargon and acronyms are commonplace in natural language, make sure to include definitions for industry jargon so the average person can understand as well.

Formatting: press releases cannot contain HTML tags and other formatting such as non-standard characters, tables or forced line breaks. Releases also should not be written partially or entirely in all capital letters. Before submitting your release, please ensure all links in your release are fully functional. If your website is not available or fully functional at the time of editorial review, you will need to remove the links from your release.

Press releases should be sent to news@thereminder.com. Any questions about these policies should be directed to Executive Editor Payton North at pnorth@thereminder.com.

Policy updated in April 2024