

24-7 Press Release Newswire Information On Rejected Press Releases.

In order to improve the quality of our site, 24-7PressRelease.com has applied a more stringent review during the press release approval process. This process is to increase the quality of news content on our site, in turn providing journalists & researchers an optimal resource for business research while maintaining a higher quality of news to our news feed partners.

Criteria that our editors look at during the review process include, but are not limited to the following.

1. **Reading like a press release should.** Does the press release read like a press release should? This includes the proper use of attribution and third party. Articles that are submitted as a press release will be rejected. There are plenty of article related sites on the Internet to submit these to. Unfortunately, we are not an article depository.
2. **Contact information.** When journalists and researchers look for a story, they are looking for credible sources. When was the last time you flipped through the Yellow Pages, to find no phone number or address of the company you were looking up? 24-7 Press Release does not display your email address on the press release. The email is only displayed when the “Email us Here” option is clicked from the press release. This is to limit spammers and scrapers from pulling our publishers email addresses. If we do not find complete credible contact information, your press release will not be published. As a note of interest, your email address does matter.
3. **Your email address matters.** How often have you looked at a Yahoo, GMAIL or Hotmail email address, used for business use, and wondered to yourself, “why does this person not have an email address @ their own company name?.” I.e. john.doe@widgetsandthings.com instead of john.doe@hotmail.com. Or better explained, how professional would it be if someone from Sony gave you a business card of john.doh@hotmail.com instead of john.doe@sony.com? Your press release will not be rejected due to the use of a free email account service, but we do recommend, for credibility, use of a proper email with your own domain name.
4. **Company name included in headline.** Your company name should always be placed in the headline of your press release to lend credibility. When journalists & researchers are combing the web, the press releases less likely to be read or even clicked on are those that do not have the company name in the press release.
5. **Content within your press release.** Your press release as in #1, should read like a press release. This includes being informative, informing your readers of a new product, service, event, etc. This is not to be confused with sounding like an

advertisement. “But Now!”, “FREE!” “MAKE MONEY QUICK!”, these are all red flags that are sure to have your press release not published.

6. **Punctuation & Capitals.** Over use of punctuation and capitals, as explained in #5 is not prohibited. This is due to the information coming across as “spammy”. 24-7 Press Release Newswire strives to provide quality news content. If your press release contains spammy content, your press release will be rejected.
7. **Grammar, Spelling & Punctuation.** With paid releases of \$49 or more and if noticed, our editors will take the time to correct minor grammatical, spelling and punctuation errors during the review process. Unfortunately we do not have the resources to apply this to free press releases and will reject press releases containing grammatical, spelling or punctuation errors.
8. **HTML & Formatting Codes.** No HTML formatting is allowed in the press release. Formatting codes are allowed for paid releases of \$49 or more. Free press releases violating this will be rejected.
9. **Legal Reference.** Your press release makes reference to legal content which could result in liability. Only Mass Media Distribution press releases that have fulfilled the required paperwork and faxed back to us may distribute press releases making legal/ lawsuit references.
10. **Newsworthiness.** 24-7PressRelease.com reserves the right to select and publish press releases suitable for distribution. By switching to a paid press release from a free press release, you will receive priority review for inclusion.

If you would like to increase the chances of your press release being accepted, please see our PR Resources area for some tips and pointers on writing a proper press release.

Please keep in mind that we do track IP addresses, and any attempt to use falsified information, including false phone number, address or name may result legal action.