

PR CENTRE EDITORIAL GUIDELINES

If you're writing your own press release or article and sending to PR Centre for distribution you need to ensure it meets our editorial standards. It's a strict policy but for good reason. PR Centre is a professional PR and copywriting service. We have a reputation to uphold and we won't issue anything that we consider below standard. If you're unsure, why don't you let us write it for you.

OUR RULES

Press releases must have a clear news angle – it should be immediately obvious to the reader what the press release is about.

If your press release or article is purely a drive for more sales with no clear alternative focus, PR Centre may refuse distribution.

Badly written content with spelling mistakes, poor grammar or typos will not get beyond our editorial checks.

If we feel that what's provided is too lengthy, too short, too full of industry jargon, we reserve the right to refuse distribution.

Ensure your press release or article has a headline.

WHAT HAPPENS IF YOUR PRESS RELEASE OR ARTICLE DOES NOT MEET OUR EDITORIAL STANDARDS?

When you place an order for distribution with PR Centre our editorial team will review what you have sent before distribution is confirmed.

If what you have sent does not meet our standards you will receive an email notifying you of our decision. You will be given the opportunity to resubmit your order. Alternatively you can opt for us to rewrite it. Or you can request a refund.

You can access our full Terms and Conditions [here](#).

CHECKLIST

- ✓ Clear news angle
- ✗ Not a sales piece
- ✓ Perfect grammar and spelling
- ✓ Headline/title at top of document
- ✗ Not too lengthy, not too short
- ✓ Minimal industry jargon
- ✓ High-quality images ready to upload in the image upload section.



[CLICK HERE TO PLACE AN ORDER](#)