Denpubs.com
Denton Publications, Inc.
PR TOOLKIT

Empowering organizations, clubs and businesses to become part of the newspaper process

Submit your news today.

5 EASY STEPS

1. Assign a publicity person.
2. Select a newsworthy topic (special event, promotion, fundraising campaign, etc.).
3. Write a press release with the basic information (photos are optional).
4. Send the press release and/or photos to the newspaper editor.
5. Read about your organization, club or business in an upcoming issue.

PRESS RELEASES & PHOTOS

WHAT to send

Send press releases about your news or events using a standard press release format:

-Media contact: name, mailing address, phone number and email address.
-Date of release
-Body of text: basics of who, what, where, when, why and how
-A person to contact for more information, including phone, email address, and/or website
-Caption and photo credit for any photo attachments

Do NOT send flyers or posters and expect us to write the press release for you.

Word count: Try to keep press releases to a maximum of 500 words. We reserve the right to trim the text as needed for space, so make sure the important information is at the top.

Photo specifications: Send the photos as large as you can (minimum of 300 dpi at 6 inches wide). Horizontal photos work best for our layout. Make sure they are color and in focus.

WHERE and HOW to send it

Press releases can be sent different ways, but **we prefer to receive them by email.**

Email: Send either as a Word attachment or by copying the text and pasting it into the message. Do NOT send press releases as PDFs. See email addresses on page 2.

Website: At www.denpubs.com, find the "About" button at the top (far right) and click on "Contact the Editor." Fill out the form and click "Submit Form" to send.

Fax: (518) 873-6360

Snail mail: 14 Hand Ave., Elizabethtown, NY 12932

WHEN to send it

Deadline: 5 p.m. Monday

Lead time: We suggest that people send their press releases at least **two weeks** prior to the event date. That gives us enough time to get the release into the system, edit it, assign it to an issue, and put it on the page.

Print date: Newspapers are dated Saturday, but most are usually delivered by Thursday.

CALENDAR ITEMS

What to send: Make sure to include name of event, place, address, time, brief description, cost, and contact name and phone number. Email address and website are optional.

Website: At www.denpubs.com, find the "Events button at the top of the page and click on "Submit and Event." Fill out the form and click "Submit Form" to send.

Email: Send either as a Word attachment or by copying the text and pasting it into the message. Do NOT send calendar items as PDFs. See email addresses below.

WHO to send your news to

Denton Publications: John Gereau, Managing Editor, johng@denpubs.com (518) 873-6368 x214

Adirondack Journal: Thom Randall, editor, thom@denpubs.com, (518) 504-4376

News Enterprise: Andy Flynn, Assistant Managing Editor, andy@denpubs.com, (518) 873-6368 x213.

North Countryman & The Burgh: Stephen Bartlett, editor, stephen@denpubs.com, (518) 335-2783

Times of Ti: Fred Herbst, editor, fred@denpubs.com, (518) 585-9871

Valley News: Keith Lobdell, editor, keith@denpubs.com, (518) 873-6368 x216