

# Press Release Guidelines

## **Why should I send press releases to The American Oil & Gas Reporter?**

We reach executives, managers and senior professionals at U.S.-based exploration, drilling and production companies, as well as the service companies, consultants and financiers who assist them. These individuals often have the clout and expertise to influence decisions, so if we publish your release, it may help you secure new business.

Even if we don't have space to run the release, submitting it still may prove beneficial. We often save releases to remind ourselves about companies that may be strong sources for future articles.

## **What should a press release contain?**

The ideal press release:

1. Begins with a one or two-sentence paragraph that announces noteworthy news, such as a new product, an award or a facility expansion;
2. Spends two or three paragraphs describing the news in greater detail and explaining why it matters to our readers;
3. Closes with a phone number, website or generic e-mail address (e.g., "sales@yourcompany.com") that readers can use to get more information.

If the release is about a new hire or promotion, we only need a paragraph or two that identifies the individual's position, outlines what that position involves if the title is unclear, and highlights past experience or accomplishments to show why the individual was selected.

## **What counts as noteworthy news?**

We look for news that can help an executive or professional at a producer or service firm solve problems or make decisions. For example, we frequently run announcements about:

1. New products or upgrades to existing products that improve safety and efficiency;
2. New case studies, client contracts or milestones that show the helpfulness of a product or service;
3. Acquisitions, facility expansions or new hires that improve a company's ability to meet our readers' needs;
4. Certifications, awards or accolades that suggest a company will be a strong partner to our readers; or
5. Donations, charity work or environmental initiatives that show a company is one our readers will love to support.

We almost never run releases that merely describe an existing product or company, even if regulatory changes or market trends have made that product more relevant.

## **How much do you charge to run a press release?**

Nothing. Asking for money to share news would reduce our credibility with readers, whose attention and respect we value.

## **How can I maximize the chance a well-written, relevant press release will run?**

1. Make the link to our readers' interests as clear as possible. For example, a release about communications hardware that is designed for several industries should mention its oil and gas applications. If it does not, include such a mention in the e-mail submission.
2. Follow up a few days after sending the release. We write to help people, so we often give a release a second look once we know someone will smile if it appears in print.
3. Show familiarity with our magazine. This turns running the release into a service for readers, and we like our readers.
4. Support industry associations, charities, events and media. Like most companies, we love working with people who believe in helping others.

## **How do I submit a release?**

E-mail it to [pressreleases@aoqr.com](mailto:pressreleases@aoqr.com).

