

## Guidelines to Getting Started and the Editorial Process

### [STEP 1] New Client and Terms of Service Forms

Please complete both forms including signature. Fax to 908-756-9009.

### [STEP 2] Data Processed and Account Number Assigned

Upon receipt of forms, along with contact, client, and billing information, USAW will process and assign a 3-digit account number. Email confirmation will be sent to client along with 3-digit account number.

### [STEP 3] Time to Select Distribution

Please complete top portion of the rates and services form, specify date/time of distribution, choose circuit and any additional elements. Fax to 908-756-9009.

### [STEP 4] News Release/Image Email and Format Instructions

- Send news releases & images as email attachments to: [newsroom@usasianwire.com](mailto:newsroom@usasianwire.com)
- In the email's subject line, please write: News Release for Distribution Account # XXX (use your assigned 3-digit account number)
- Press releases: send in MS Word format
- Images (photos/logos) send in .jpg or .gif formats. Preferred image size: 4" x 6" or larger; 300 dpi.
- Please include the photo caption at the bottom of your press release. Our photo editor will embed the caption.  
*Please note:* caption will be included as part of the press release word count.
- Upon receipt, USAW's newsroom editor will send client an email confirmation including the circuit selected for distribution.

### [STEP 5] Newsroom & Photo Editors Format

- News releases are formatted by our experienced editorial staff using AP Stylebook. Keyword addition is vital to ensure that your news release is distributed in the most efficacious manner to reach your intended audience. This will increase your overall word count although we do allow a 20 word grace.
- Images are formatted by our photo editor. We do recommend sending high quality photos and logos. This will further expedite the editorial process particularly for releases that require immediate distribution. Editorial team may need to contact client during this process if any questions or issues arise.

### [STEP 6] Final Approval by Client

Newsroom editor will email the release for a final review by client. Once approved, news release and images will be scheduled for distribution and posted to our website according to date/time requested by client.

### [STEP 7] Email Confirming Distribution and Web Posting

Client will receive an email confirmation once release has been successfully transmitted and posted to [www.usasianwire.com](http://www.usasianwire.com).