

**PRESS RELEASE QUESTIONNAIRE FOR SYNDICATION BY MAXGROUP MEDIA**

**1. Business Name:**

**2. Principal Contact for this Press Release:**

**3. Principal Contact Email:**

**4. Principal Contact Phone:**

**5. Press Release Subject(s):**

**6. Provide as much detail in the template below as possible. Do not be concerned with form, spelling, punctuation except for specific names, etc.**

**COVER THE FOLLOWING**

**Call MaxGroup if you need assistance. Remember you are NOT writing the press release unless you are the content writer for the organization. You are only supplying us with enough information so that we can write your press release. More information is better than less. Bullets are fine. Bury us with content is preferred. You will receive copy before we publish which you may edit and will need to approve the final version. Thank you in advance.**

INSTRUCTIONS: Put your cursor directly in the field, fill out the information. You can edit and change info.

The form will automatically expand and give you all the space and pages that you need so you do not have to “fit” your info into the boxes below. SAVE your work along the way. When complete, save a copy to your desktop, save the copy you are sending to MaxGroup Media, attach to an email and return to MaxGroup along with any photographs, logos or other images so that we may include them. If you need any assistance, please reach out to: [Support@MaxGroupMedia.com](mailto:Support@MaxGroupMedia.com) .

|  |
| --- |
| **Headline** |
| *Headline should be in active verb to describe your news in no more than 18 words. You can put more than one idea here. Or tell us the basic message you want to convey or accomplish.* |
| **Summary** |
| *Summary should clearly describe your news in one or two sentences long, with no more than 45 words. Longer summary will be cut-off.* |
| **City** |
| *Example: Arizona* |
| **Country** |
| *Example: United States* |
| **Body** |
| *1st paragraph: (Can be more than one paragraph)*  *Start with a strong paragraph that introduces your announcement.*  *Include the 5W1H -* ***Who, What, When, Where, Why, and How*** *for readers to get the information they need the most. What we want you to do is be factual, but BRAG even it is uncomfortable for you. Make your company and yourself the biggest thing to happen ever. Our editor will tone it down; we need you to hit the high notes!*   * ***Who*** *- Who are the parties involved in this press release?* * ***What*** *- What is the announcement in this press release? What’s new? What happened or will happen?* * ***When*** *- When did or will this happen?* * ***Where*** *- Where is this happening or where is the location of the business?* * ***Why*** *- Why is this important for your readers? Why should they care?* * ***How*** *- How did this come about?*   *2nd paragraph:*  *More of above if you have more information to share. Remember – We will edit.*  *But we need facts from you to have the info to create from.*  *3rd paragraph:*  *Here, you can include your company history or the experts’ opinion.*  *Keep in mind to provide clear and concise content on your press release.*  *“WHAT PEOPLE ARE SAYING”*  *The best paragraph to include* ***quotes*** *from your customers, partners, or founders who will benefit from the news and avoid exaggeration. Keep your core message in this paragraph.*  *Quotes must be the exact quote, and if from another source other than yourself, you must have obtained their permission to quote them, and their name, title, etc. must be spelled correctly.*  *Aim for a total of no less than 3 quotes even if all are from your company co-workers and yourself.*  *Quote are worth gold with Google! The best quotes would be from satisfied customers. Give us QUOTES!*  *CALL TO ACTION*  *We can create the content, but what is it you want people to do having read your press release?* |
| **About Your Company** |
| *This is a placeholder to describe your company. Keep this section in one paragraph with about 3-4 sentences. Make sure the first sentence is describing your business accurately as it represents your company.* |
| **Your Details** |
| *Include these details for people to contact you easily: Who do you want the public/customers to contact?*   * *Name of person to contact on behalf of your company* * *Organization (Company/Agency)* * *Company slogan or tagline (If you have one)* * *Exact Address* * *Phone Number* * *Email Address* * *Website URL* |

**MaxGroup Business Solutions, LLC | d/b/a MaxGroup Media**

***Press Release Policy***

***PLEASE READ THIS AGREEMENT CAREFULLY BEFORE YOU USE OUR SERVICES***

**Must Meet Overall Policies**

MaxGroup Media does a thorough review of all press releases (“PRs”) before distribution, but only to ensure these are newsworthy and meet the specified editorial guidelines in terms of style, structure, and format as recommended by the Associated Press. All PRs submitted must have content that shares real newsworthy information and must not be promotional or misleading, or market any product or service directly or indirectly.

PRs should not promote a business model or practice that is deemed as unacceptable or is not in accordance with MaxGroup Media’a overall marketing and business policies. The decision whether a PR meets the accepted industry standards will be taken at the sole discretion of our experts.

All claims made in client PR’s are the sole responsibility of the client as a third party content provider and are not asserted or guaranteed by MaxGroup Business Solutions or MaxGroup Media. Syndicating a PR to our network does not indicate that MaxGroup Media has fact-checked the information.

**No Spam**

Using spam phrases is not allowed in PRs. Please don’t use common advertisement and promotional words and phrases like 'Click here’ or ‘Great business opportunity’ and the likes. Avoid using exclamation marks and caps on specific words with an intent to promote your products and/ or services.

**No Content that Intends to Harm**

PRs must not contain any content that is intended to harm the reputation of an individual, group, or company. The tone and tenor of the content must not incite, promote, or express hatred and must steer clear of bigotry, racism, or unjustified violence. The releases must not include "hate speech", be it directed at an individual or a group, depending upon the membership within some classes, which include but are not limited to, language, religious affiliation, race, gender identity, sexual orientation, or sex.

**Legal**

It is the responsibility of the company to make sure the information used in the PR is accurate and current to substantiate any professional claims. All PRs referencing legal action or criminal matters must be backed by appropriate documents duly referenced and attested by appropriate authorities.

**Client Approval**

All PR’s once completed by our staff will be submitted to the client via email with a request to edit, alter, or correct any information that is incorrect. The client will have that opportunity to make such corrections and resubmit to MaxGroup Media. This process will be used as many times as possible until the client replies via email with an “I AGREE” statement of responsibility attesting to the fact that the client agrees to be held solely responsible for all of the content and any and all resulting consequences of the FINAL APPROVED PRESS RELEASE.

**Stop Requests**

You can request to stop a scheduled or under review PR before publication.

We process all requests for stopping PR’s received during normal business hours (Monday-Thursday, 10:00 AM to 6:00 PM ET). Write to [Support@MaxGroupBusiness.com](mailto:Support@MaxGroupBusiness.com) to make a stop request.

**Acceptance Terms**

By your submission of any draft of a PR, or if being interviewed for your convenience to provide the information for a PR, you agree to abide by all the terms, conditions, policies, procedures, and guidelines stated on this document. MaxGroup Media may amend these terms and conditions from time to time at our sole discretion.

It is always your responsibility to check the information and Terms on our website for any changes. If you do not agree to the changes and modifications, you must clearly state so and not use our PR services. ***Your usage of our services will automatically signify your acceptance of the updated terms.***

**You Are Responsible for the Content You Submit**

MaxGroup Media will not be liable for any acts or omission by you, including any damages of any kind that you may incur as a result of such acts. MaxGroup Media services must not be used for unlawful purposes or for promotion of illegal activities. Our relationship will be terminated immediately on knowledge of such acts and you will be reported to the appropriate authorities.

If you post content on a website, make sure you post links to the website or otherwise make (or allow any third party to make) content available by means of the website. You are entirely responsible for the content and any harm resulting from the content. This holds true regardless of whether the content is in the form of text, graphics, an audio file, computer software or other.

**By making content available via PR or other means using any Maxgroup Business Solutions, LLC or MaxGroup Media service, you represent and warrant that:**

The downloading, copying and use of the content will not infringe the proprietary rights, including but not limited to the copyright, patent, trademark or trade secret rights of any third party.

If your employer has the rights to intellectual property you create, you have either received permission from your employer to post or make available the content, including but not limited to any software or secured from your employer a waiver to all rights in or to the content.

You have fully complied with any and all third-party licenses relating to the Content, and have done all things needed to successfully pass through any required terms to end users.

The Content does not contain or install any viruses, worms, malware or other harmful or vicious software.

The Content is not spam or randomly-generated, and does not contain unethical or unwanted commercial content designed to drive traffic to third party sites or boost the search engine rankings of third party sites, or to enable unlawful acts or mislead recipients as to the source of the material.

The Content is not obscene, libelous or defamatory, hateful or racially or ethnically objectionable, does not contain threats or incite violence towards individuals or entities, and does not violate the privacy or publicity rights of any third party.

The Content is not getting advertised via unwanted electronic messages such as spam links on newsgroups, email lists, other blogs and web sites, and similar unsolicited promotional methods.

You will not hold MaxGroup Business Solutions, LLC or MaxGroup Media of any charges with regard to copyright infringements should the content you provide, be copyright protected by any third party.

You agree to defend, indemnify MaxGroup Business Solutions, LLC and MaxGroup Media and its officers, directors, agents, employees, subsidiaries and affiliates against all losses, claims, liabilities, damages, and expenses of any nature directly or indirectly arising out of content you submit or that are submitted from you by any means.

MaxGroup Media cannot review all the materials submitted, nor do we conduct fact-checking, as we are providing PR’s as a “pay for service” only purchase and therefore cannot be responsible for the content of the material, its use and effect. By operating our Newsroom and syndicating PR’s, MaxGroup Media does not imply that it endorses the material posted and trusts such material to be useful and within established legal framework.

MaxGroup Media cannot review all of the materials made available through websites or web pages to which MaxGroup Media links. We do not have any control over those websites and web pages and are not

responsible for their contents and its use. By linking to a non-MaxGroup Media website or web page, we do not represent or imply that we endorse the website or its contents. You are solely responsible for taking all precautions necessary to protect yourself and your systems from viruses, worms and damaging content. MaxGroup Media disclaims any responsibility for any harm resulting from use of such websites and web pages.

MaxGroup Media requests others to respect its intellectual property rights just as it respects the intellectual property rights of others. If you believe that your work is being infringed on this site, please inform our agent for claims of copyright or other intellectual property infringement immediately.

Your use of the MaxGroup Media website or the Service signifies acknowledgement of your agreement with our Privacy Policy. You further acknowledge and agree that MaxGroup Media may, in its sole discretion, preserve or disclose your Content, as well as your information, such as email addresses, IP addresses, timestamps, and other user information, if required to do so by law.

MaxGroup Media may terminate our relationship with you, to all or any part of the Newsroom at any time and remove your content from the site, with or without cause, with or without notice, effective immediately. If you wish to terminate this Agreement or any MaxGroup accounts, you may do so by providing the 30-day advance notice to: [Support@MaxGroupBusiness.com](mailto:Support@MaxGroupBusiness.com) .

Notwithstanding the current and any other agreement, if you have submitted and paid for content for a PR, such content can be removed by MaxGroup Media if we determine in our sole discretion that your content violates our Terms of Service or you materially breach this Agreement.

You agree to indemnify and hold harmless MaxGroup Business Solutions, LLC and MaxGroup Media, its officers, directors, agents, employees, its subsidiaries, affiliates, contractors, and its licensors, and their respective directors, officers, employees and agents from and against any and all claims, losses, damages (actual and consequential), suits, judgments, litigation costs and attorneys' fees, of every kind and nature, arising out of your use of all of our services including but not limited to, out of your violation of this Agreement.

This Agreement constitutes the entire agreement between MaxGroup Media as it relates to PR’s and you concerning the subject matter hereof, and may only be modified by a written amendment signed by an authorized executive of MaxGroup Media, or by the posting of a revised version. MaxGroup Media may assign its rights under this Agreement without condition. This Agreement will be binding upon and will inure to the benefit of the parties, their successors and permitted assigns.

**No Refund**

Because MaxGroup Media’s staff including writers, editors, graphics team and others would already have put forth best efforts in completing your PR, you agree that your request to stop a scheduled PR will not result in any monetary refund and you agree to be responsible for any subscription charges should the PR be a part of any and all SEO Plans that you may be subscribing to.

**Removal Requests**

A press release once distributed can’t be stopped and removal is not possible once syndicated.

IF YOU DISAGREE WITH ANY PORTION OF THE AGREEMENT ABOVE, PLEASE DO NOT UNDER ANY CIRCUMSTANCES USE OUR SERVICE.



**MAXGROUP MEDIA IS A MAXGROUP BUSINESS SOLUTIONS COMPANY**

**“MaxGroup Media Press Releases Generate Buzz Online…Forever!”**

**P: (888) 670-7771 FAX: (727) 683-9552** [**SUPPORT@MAXGROUPMEDIA.COM**](mailto:SUPPORT@MAXGROUPMEDIA.COM)