



# Getting Started

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## Guide

# Getting Started Guide

**Welcome to EIN Presswire, Everyone's Internet News Presswire®, the world's #1 press release distributor for SMBs and SMEs.**

**EIN Presswire is a service of [Newsmatics Inc.](#), a Washington D.C.-based news tech company.**

The Getting Started Guide is designed to answer many of your initial questions.

If you have other concerns not covered in this guide, please visit the [contact page](#) to reach the customer service team by email or for phone numbers in your location.

Customer service representatives can guide you through using EIN Presswire, interpreting distribution reports, viewing invoices, and much more. They are available across multiple time zones 18 hours per day, Monday to Friday.

**Everyone's got a story to tell** and EIN Presswire will help you spread the word.

You've made the right choice - **now let's get started!**



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The service was perfect as far as I am concerned. The day after I issued the press release, I received an invitation for a radio interview on America Tonight, which has 2.9 million listeners.

**Malcolm Duff**  
Singer-songwriter



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Super fast and fantastic reporting. Sooo much faster than manual submission! The reports are very useful and beyond what we expected.

**Karl Alexander**  
Marketing & Automation Manager  
SJA Real Estate



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# Content Submission & Review Process

## Content moderators review all press releases prior to distribution.

It generally takes about two hours to review your release prior to distribution. Content is moderated 18 hours per day. How quickly the release is approved depends on the time of the day and the day of the week. It will take longer on the weekends.

In order for a press release to be approved, it must meet certain criteria to ensure that the content is accurate, trustworthy, newsworthy, validated, and appropriate for audiences of all ages. **Learn more about EIN Presswire's editorial guidelines [here](#).**

If your press release gets declined or if you are asked for clarification, you are welcome to revise it and resubmit for re-review. Press release credits are only deducted once the press release has been approved.

If you submit a press release during the weekend and if your release doesn't pass the approval process on the first review, you'll have to wait until Monday for a supervisor to provide a further review.

Content moderators focus on the account information you provide AND the content. Details matter. They look for sufficient information to identify you as the authorized person to submit the release and whether or not the content is suitable for distribution according to the [editorial guidelines](#).

## ► Key Points

- Content is moderated 18 hours per day
- The review process takes about two hours during the work week
- If you've been asked to provide more information, approval may take longer
- Approval can take longer on weekends and could result in a delay until Monday
- Content moderators focus on editorial compatibility and account information
- Not all content gets approved and if yours is declined, you may ask for a refund

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EIN Presswire most definitely delivered like they promised. The staff is super friendly and very professional. Good stuff. I love it. Keep up the fantastic work. Thank you. A job well done.

**Kentrell Parker**  
CEO of The Art Within You

★★★★★

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We've been using EIN Presswire for some time and we are happy with the service provided. The site is easy and user-friendly, and the cost of PR distribution is very competitive. Thank you for helping us share the news quickly and without hassle.

**Ilya Kushnirskiy**  
Fine Art Shippers

★★★★★

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# Edits, Before and After Distribution

## Typos sometimes happen. There's no need to panic.

After your press release has been approved for distribution, it will be distributed immediately if that's what you've selected, or at the time and date you've scheduled.

**At any point prior to distribution**, you may revert the release to draft mode and edit your release. After you save your changes, you will have to resubmit it for review.

**If you find a typo after distribution**, minor text edits can be made for you. These edits will appear on the distribution points EIN Presswire controls. However, some third party publishing partners will not update content once published. It is possible to retract the press release and resend a corrected version. Retracted press releases are not subject to a credit reimbursement.

### ► Key Points

- Before distribution, you can make edits in draft mode and resubmit for review
- After distribution, minor edits can be made for you such as fixing typos
- Edits made after distribution will only show on press releases within the network
- After distribution you may ask for the release to be retracted



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EIN Presswire continues to be the standard for press release companies. The timeliness of service, strong support from staff and quality of reach keeps me coming back again and again. Makes my job much easier as a PR expert in San Diego.  
Thank you EIN!

Dr. Rob Garcia  
Shift Magazine

★★★★★

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The entire process of posting a press release to EIN presswire was clear and easy - totally painless! Very happy with ease of use and distribution channels.

Kathleen Conologue  
CFO, STEM Coding Lab, Inc.

★★★★★

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# Understanding Your Distribution Report

## Distribution reports show where the press release is published.

You can find a distribution report for each press release you issue on your Dashboard. The report will also be emailed to you within about two hours after distribution.

Distribution reports are available as a PDF. Tracking links can be downloaded as a CSV file or viewed as an RSS feed. You can view a [sample distribution report](#).

## Distribution Report Overview:

### Major Newswires & Search Engines:

Quick links show the pick up and indexing of your press release on major search engines and newswires. Search engine results will grow as time passes.

### Boosting with Social Media:

Pushing your press release out on social media expands both the reach of the release and increases the potential for engagement.

### Industry Newswire Highlights:

Industry newswires are used by industry professionals, journalists, government officials and many others. Newswire inclusion maximizes the reach of your release.

### Media Reprints:

Media reprints highlight the pick-ups and full page syndication points of your release at the time the distribution report was sent to you.

### News Databases:

News databases are subscription based, widely used platforms that are crucial for engaging with journalists, professionals and industry insiders.

### World Media Directory:

Press releases are sent to targeted publications within the World Media Directory. It also provides contact details for each media and you can reach out to them directly.

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We're very happy with EIN. More than that, I must say that whenever I meet a startup founder, I tell them to buy a pack of press releases with you guys. It's an essential tool to create visibility for startups and works much better than plenty of other, less effective, more expensive tools.

Roy Cohen  
Behavidence

★★★★★

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Not only are we a fan of EIN Presswire's professionalism and the remarkable reach of the press releases they disseminate for us, but after using their more expensive competitors, it's the customer experience they provide that keeps us coming back, week after week, month after month, year after year.

Andy Gesner  
HIP Video Promo

★★★★★

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# Understanding Your Distribution Report

## Unique proprietary distribution keeps customers returning.

In addition to the distribution points that match top tier competitors, you get something no other distribution service offers:

- [Affinity Group Publications](#): are news sites focused on niche audiences and topics
- [EIN Newswires](#): has been a leading global newswire services since 1995
- [Perspectify](#): allows PR professionals to understand the bias of news sources

Millions of news consumers and industry professionals rely on Affinity Group Publications, EIN Newswires and Perspectify for their news.

**These are targeted and unique distribution points that can't be found elsewhere.**

### ► Key Points

- Press releases are republished on major news sites, indexed in search engines, hit the newswires and go out on high-quality proprietary distribution points
- Distribution reports are available within about 2 hours after release
- The distribution report will be emailed to you and appear on on your dashboard
- Views, opens and readerships numbers are not counted because they are highly unreliable due to bots, scripts, and traffic manipulation techniques
- You can view a [sample distribution report](#)



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I've been using EIN Presswire to provide information regarding eHACCP.org's HACCP training updates and new releases for about 3 years. I've seen my URL rank consistently on the first page of Google and Bing searches. I'll continue using EIN Presswire and would recommend them to anyone.

**Stephen Sockett**  
eHACCP.org

★★★★★

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Dollar for Dollar, EIN Presswire has the best syndication network across all the presswire services. I've researched and seen them all, and many services offer a fraction of the same outlets for much more cost. That's why I keep coming back to EIN Presswire.

**Michael Stover**  
MTS Management Group

★★★★★

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# Quick Links and Useful Resources

## Useful Resources:

**[EIN Presswire Video Tutorials:](#)** Learn how to upload a press release, view your distribution report, and understand more about EIN Presswire distribution.

**[FAQs:](#)** Based on customer's questions and comments, you'll find an answer to almost any question.

**[Editorial Guidelines:](#)** Check out the guidelines to understand the approach to content quality, legal and political releases, and what constitutes excluded content.

**[World Media Directory:](#)** One of the world's leading online media directory maintained by EIN Presswire and free for you to use.

**[AI Press Release Generator:](#)** A free EIN Presswire service that helps you create stunning press releases that get you noticed.

**[Contact Us:](#)** Send us an email or give us a call. The customer support team is here to make sure you have a great experience.

## My Account Links:

Login	<a href="https://www.einpresswire.com/login">https://www.einpresswire.com/login</a>
Dashboard	<a href="https://www.einpresswire.com/press-releases/">https://www.einpresswire.com/press-releases/</a>
Invoices	<a href="https://www.einpresswire.com/account/invoices">https://www.einpresswire.com/account/invoices</a>
RSS Feeds	<a href="https://www.einpresswire.com/my-rss/">https://www.einpresswire.com/my-rss/</a>
Create a Release	<a href="https://www.einpresswire.com/press-releases/edit">https://www.einpresswire.com/press-releases/edit</a>
News Room	<a href="https://www.einpresswire.com/account/newsroom">https://www.einpresswire.com/account/newsroom</a>
Newsletters	<a href="https://www.einpresswire.com/my-newsletters/">https://www.einpresswire.com/my-newsletters/</a>
Image Library	<a href="https://www.einpresswire.com/press-releases/images/">https://www.einpresswire.com/press-releases/images/</a>
Email Preferences	<a href="https://www.einpresswire.com/email_preferences">https://www.einpresswire.com/email_preferences</a>
Distribution Reports	<a href="https://www.einpresswire.com/press-releases">https://www.einpresswire.com/press-releases</a>
Account Information	<a href="https://www.einpresswire.com/account/edit">https://www.einpresswire.com/account/edit</a>

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I recommend you to my clients on a regular basis. Because I work with a lot of startups that just don't have any budget yet, they lean on our PR firm to get the news out. Your service is one of our favorite tactics for getting that done. Thanks.

**Rick Grant**  
RGA Public Relations

★★★★★

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I needed to get out a press release quickly, and looked into several press release companies. I found that EIN Presswire had an easy-to-use web interface and their costs were very competitive. I definitely intend to use EIN Presswire again.

**Bob Zeidman**  
President, Zeidman Consulting

★★★★★

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