

# PR Guide from AC Business Media

Publicity in national trade magazines, newsletters and websites provides third-party credibility for your brand and product. It's a win-win opportunity for you and the AC Business Media audiences in our Construction, Landscape and Supply Chain networks.

We provide these PR tips for our media brands, but you'll find they are standard in the industry.

**ABOUT US:** AC Business Media is a leading B2B media and business intelligence company. Our cutting-edge content and experienced team provide an enriching DIET of Data, Insights, Engagement and Target Audiences. We are committed to providing relevant content to our audiences through our industry-leading digital properties, magazines, trade shows, videos, webinars and newsletters.

## SHARE YOUR STORIES, PRODUCTS, SERVICES

Send us **product and service releases**, new product and service updates, industry news, case studies, mergers and acquisitions for possible use in our magazines, on our websites and in our newsletters.

Our readers are searching for new information daily, and with our extensive networks we can utilize your content across multiple relevant brands.

We love **in-depth stories** about your products and services and their unique applications. Contact one of our editors before you start your initial draft to discuss content and relevance to the market.

To increase the chance that we will use your submission, include a **good photo or video** – see tips below.

## FIVE TIPS FROM OUR EDITORS

1. Look at the publication's editorial calendar for topics you might address or content to submit. Remember, many editors also create newsletter and website content, so send material for those, too. Customize your submission for the publication's audience.
2. See the "ad close date" on the editorial calendar? Contact the editor two to three months BEFORE that date if you'd like your content to be considered for a magazine article.
3. Send the editor an email, but don't make him or her dig to find the gold nugget. Be specific, skip the flowery prose and get to the point. Attach a Word doc with article content, along with a hi-res image or better yet, a short video.
4. Once you send an email, resist the temptation to make a follow-up call to the editor as they're working against many deadlines.
5. Make it turnkey for the editor. Send a complete "company-neutral" article that's written for the editor's audience ... with images and videos. They love that.

## PHOTO GUIDELINES & TIPS

1. Ensure all safety equipment is in place and being used correctly.
2. Set your camera or cell phone at its highest resolution, a must for photos used in our print magazines. On a low-resolution setting, you'll get a fine image on your computer monitor, but it won't be sufficient for print.
3. Take wide shots of your equipment in action, making sure your logo is visible. There's a tendency to focus the shot tightly around the action (focal point) in the picture. Editors prefer a wider shot so we have more flexibility to crop the picture to fit a specific space.
4. Take photos of the operator in the unit or engaging with equipment.
5. Take photos of anything that explains what's happening in the shot.
6. Provide brief explanations of what's happening in the photos you send to us. Also, make sure you identify each person in the photograph.

## PHOTO DETAILS

- **Do you need a formal photo release?** Not for photographs appearing in a story in a trade magazine. But you will need a sign-off if you use that image in an advertisement or sales piece.
- **Provide names** of those in the photo, especially if we can see their faces.
- **Tell us the main contact** for the photo and include the person's title or responsibility within the company, as well as the cell phone number, office phone number and email address for our follow up. The contact should be someone who is easy to reach and will provide additional information on the subject covered in photo. It doesn't have to be the owner or head of the operation. It needs to be someone who is readily available to our editors.
- **Include your contact information:** name, email, cell phone number and office phone number, as well.

## VIDEO GUIDELINES & TIPS

Videos are becoming more popular as an attachment with a press release or as THE press release. They have the ability to engage readers and provide greater exposure for your product or service. You also can use photos and support text within the video; music will add another dimension.

1. Keep the video short and to the point – viewers tend to lose interest after 60 seconds unless the video is particularly engaging and relevant to the reader.
2. Rehearse before shooting the video.
3. If recording a person speaking, make sure they deliver simple, clear and concise information – speak clearly and slowly.
4. Use a tripod to steady the video camera – unintentional motion in the video is distracting.

## HOW TO SUBMIT INFORMATION

Please submit information that is less than 10MB via email. See below for our email addresses. For files larger than 10MB, follow these steps:

1. Go to [www.hightail.com/u/acbm](http://www.hightail.com/u/acbm)
2. Address to the appropriate editor
3. Drag and drop file(s) to upload
4. In the subject field, please include magazine or brand, issue date, other identifying information.
5. Click "send"

## EDITOR CONTACT INFORMATION – 800-538-5544

### CONSTRUCTION NETWORK

<i>Asphalt Contractor</i>	Lisa Cleaver	<a href="mailto:lcleaver@ACBusinessMedia.com">lcleaver@ACBusinessMedia.com</a>
<i>Concrete Contractor</i>	Ryan Olson	<a href="mailto:rolson@ACBusinessMedia.com">rolson@ACBusinessMedia.com</a>
<i>Equipment Today</i>	Becky Schultz	<a href="mailto:bschultz@ACBusinessMedia.com">bschultz@ACBusinessMedia.com</a>
	Curt Bennink	<a href="mailto:cbennink@ACBusinessMedia.com">cbennink@ACBusinessMedia.com</a>
<i>OEM Off Highway &amp; OEMOffHighway.com</i>	Michelle Kopier	<a href="mailto:mkopier@ACBusinessMedia.com">mkopier@ACBusinessMedia.com</a>
	Sara Jensen	<a href="mailto:sjensen@ACBusinessMedia.com">sjensen@ACBusinessMedia.com</a>
<i>Pavement Maintenance &amp; Reconstruction</i>	Allan Heydorn	<a href="mailto:aheydorn@ACBusinessMedia.com">aheydorn@ACBusinessMedia.com</a>
<i>Rental</i>	Jenny Lescohier	<a href="mailto:jlescohier@ACBusinessMedia.com">jlescohier@ACBusinessMedia.com</a>
<i>Sustainable Construction</i>	Jessica Stoikes	<a href="mailto:jstoikes@ACBusinessMedia.com">jstoikes@ACBusinessMedia.com</a>
<i>ForConstructionPros.com</i>	Larry Stewart	<a href="mailto:lstewart@ACBusinessMedia.com">lstewart@ACBusinessMedia.com</a>
	Kim Hegeman	<a href="mailto:khegeman@ACBusinessMedia.com">khegeman@ACBusinessMedia.com</a>

### LANDSCAPE NETWORK: *Green Industry Pros, Snow Pro & GreenIndustryPros.com*

Gregg Wartgow [gwartgow@ACBusinessMedia.com](mailto:gwartgow@ACBusinessMedia.com)

### SUPPLY CHAIN NETWORK: *Food Logistics & FoodLogistics.com; Supply & Demand Chain Executive & SDCExec.com*

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If you have questions, don't hesitate to contact one of our editors or Greg Udelhofen, vice president of content, at [gudelhofen@ACBusinessMedia.com](mailto:gudelhofen@ACBusinessMedia.com).