



Guidelines for Submitting Press Releases/Product Releases/Company Listings

OnSite Fitness magazine invites you to submit your press releases, product releases and company listings for inclusion in various departments. To ensure your release is considered for inclusion, please follow the guidelines below:

Material Content:

- Include contact information, including name, company name, phone number, email and website.
Not all information will be published, but it will help if we have any questions.
- For a new product listing, include important information in a NO HYPE way. For equipment, include specs. For software, include the major features. The more descriptive you are, the better. We do not include words such as “the best,” “the fastest,” “the most,” etc.
- On all press releases, include all important information in the beginning of the release: name of the product, name of the person being promoted, name of the company and its primary business, etc.
- Indicate for what the press release is being submitted: new product, company listing for a specific month, Branch News, Supplier News, Catalog Release, etc. This is especially important when sending text and photos separately.

Photos:

- We accept photographs for directories, new product listings and news items. We prefer the photo to be of the actual product, however in some instances, the company logo may be used.
- Digital photos can be color or black-and-white and should be emailed as an EPS or JPEG file.
- Indicate for what the photo is being submitted: New product, company listing for a specific month, Branch News, Supplier News, Catalog Release, etc. This is especially important when sending text and photos separately.

Format:

- Email press releases saved as a text file, or paste the release right into the email. We use Macintosh computers and we sometimes have trouble opening other types of attached emails.

Deadlines:

- If submitting material for a specific issue, please honor our deadlines. We work two months in advance and material must be received in this office two months prior to publication date.

Email Info:

- Releases may be emailed to: editor@onsite-fitness.com

Additional Info:

- For FTP ad material drop folder or additional information, please call or email Chris Ballard at 760-610-6770, chris@onsite-fitness.com.