Press Equalizer

User Guide

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1 INTRODUCTION

The purpose of the "Press Equalizer" application is to simplify the process of both creating and submitting your press releases to various websites for submitting press releases. Each of the tasks involved are described in the appropriate sections of this document.

1.1 Installation Procedure

In order to begin installing the "Press Equalizer" double click the "Press Equalizer.exe" file. The following screen will be displayed.

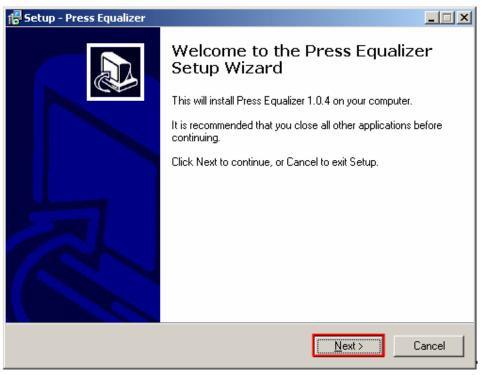


Figure 1: Installation procedure (step 1/8)

In order to continue installing "Press Equalizer", click on the "Next" button and the "License Agreement" screen will be displayed.

🚏 Setup - Press Equalizer	_ 🗆 🗵
License Agreement Please read the following important information before continuing.	
Please read the following License Agreement. You must accept the terms of thi agreement before continuing with the installation.	\$
End User License Agreement (EULA) for XyberWidget, LLC - Press Equalizer (SOFTWARE)	
The following is the end user license agreement ("agreement") used for Press Equalizer (SOFTWARE) from XyberWidget, LLC	
IMPORTANT READ CAREFULLY: By downloading, installing, or using this product, you indicate your acceptance of the following License Agreement. This is a legal agreement between you (either an individual or an entity) and XyberWidget, LLC. If you do not accept and agree with all of the terms of this	v
I accept the agreement	
○ I do not accept the agreement	
< <u>B</u> ack <u>N</u> ext >	Cancel

Figure 2: Installation procedure (step 2/8)

Select the "I accept the terms of the license agreement" radio button and click the "Next" button. The following screen will be displayed.

🚏 Setup - Press Equalizer	_ 🗆 🗙
Select Destination Location Where should Press Equalizer be installed?	ð
Setup will install Press Equalizer into the following folder.	
To continue, click Next. If you would like to select a different folder, click Browse.	
C:\Program Files\Press Equalizer Browse	
At least 5.2 MB of free disk space is required.	
< <u>B</u> ack <u>N</u> ext > C	ancel

Figure 3: Installation procedure (step 3/8)

You can choose to install the application to the default directory or set the desired article by clicking the "Browse" button. Once you have defined the destination location, click the "Next" button. The following screen will be displayed.

🚏 Setup - Press Equalizer	
Select Start Menu Folder Where should Setup place the program's shortcuts?	
Setup will create the program's shortcuts in the following Start Menu folder.	
To continue, click Next. If you would like to select a different folder, click Browse.	
Press Equalizer Browse	
< <u>B</u> ack <u>N</u> ext > C	ancel

Figure 4: Installation procedure (step 4/8)

Inside this screen choose the name of the program as it will appear inside the start menu folder and click on the "Next" button to continue installing "Press Equalizer". The following screen will be displayed.

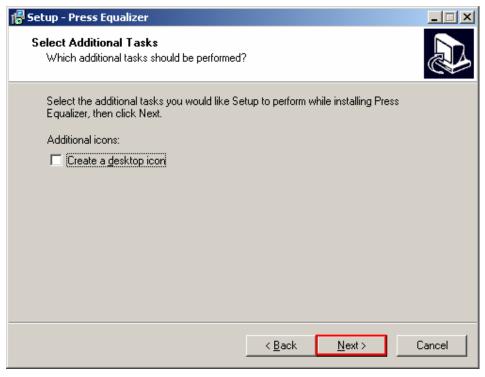


Figure 5: Installation procedure (step 5/8)

Inside this screen, you can choose to create a desktop icon for the "Press Equalizer". Click on the "Next" button to continue installation. The following screen will be displayed.

🚰 Setup - Press Equalizer	<u> </u>
Ready to Install Setup is now ready to begin installing Press Equalizer on your computer.	
Click Install to continue with the installation, or click Back if you want to review or change any settings.	
Destination location: C:\Program Files\Press Equalizer	4
Start Menu folder: Press Equalizer	
Additional tasks: Additional icons: Create a desktop icon	
	▼
< <u>B</u> ack Instal	Cancel

Figure 6: Installation procedure (step 6/8)

Inside this screen you can still determine to go back and change the settings, or click the "Install" button in order to install the application. The following screen will be displayed once you click the "Install" button.

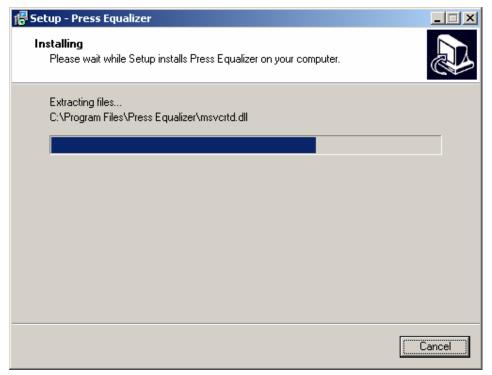


Figure 7: Installation procedure (step 7/8)

The progress indicator will be displayed. Wait until it reaches the end and the following screen will be displayed.

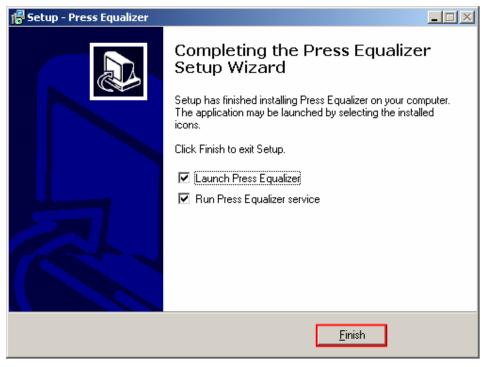


Figure 8: Installation procedure (step 8/8)

This screen contains confirmation on successful installation as well as following options:

- Launch Press Equalizer select this option if you want to run "Press Equalizer" immediately
- Run Press Equalizer service check this option if you want to be able to run scheduled press releases

After setting the desired parameters, click on the "Finish" button in order to complete the installation procedure.

2 PRESS EQUALIZER INTERFACE

This section of the document will give the definition of the "Press Equalizer" interface. The interface contains the following elements

- **Press Release** option for defining press release contact information and data (see section 3)
- News Body option for defining content of the press release (see section 4)
- Submission option for submitting the created press release to various websites (see section 5)
- Schedule option for scheduling a press release (see section 6)
- Submission History option for viewing the press release submission history (see section 7)
- Press Release menu see section 8 for further information
- Settings menu see section 12 for further information
- The toolbar menu with the most important options:
 - **New** option for creating a new press release
 - o Open- option for opening a previously saved press release
 - Save option for saving a current press release
 - **Manage** option for managing press releases (see section 8)
 - Accounts section for setting up accounts with websites for press release submission (note: 4 accounts require setup prior to submission – for further information see section 9)

産 Press Equalizer	
Press Release Settings Help	
Image: New Image Image Image Image Image Image New Open Save Manage Preview PR Accounts Help	
Press Release News Body Submission Schedule Submission History	
Contact Information	
Company Name	🚫 Copy from other
Contact Person	
Email	
Company Website	
Street Address	
City	
State	
Country United States	
Zip Code	
Phone Number	
Press Release Data	
Headline	
Summary	
2 - 4 sentence	
Keywords	
enter one key phrase , one per line	
Category Not Selected Select	
Release Date Wednesday, February 01, 2006	
Modified	

Figure 9: Press Equalizer Interface

3 DEFINING PRESS RELEASE INFORMATION

The first step in creating a press release is defining general press release information. This is the screen displayed by default when you start the "Press Equalizer" (**note:** you can always access this screen by clicking on "Press Release" tab inside the main menu).

📧 Press Equalizer			
Press Release Settings Help			
New Open	Image Image Image Image Save Manage Preview PR Accounts Help		
Press Release News Body	Submission Schedule Submission History		
Contact Information			
Company Name	Felix Inc.		
Contact Person	Mr. John Smith		
Email	john@hotmail.com		
Company Website	http://www.felix.com		
Street Address	1501 W PErshing Rd		
City	Chicago		
State	Illinois		
Country	United States		
Zip Code	60609		
Phone Number	744-4611		

Figure 10: Defining a press release (screenshot 1/2)

The first part of the screen contains parameters for setting contact information:

- Company name input field for setting the company name
- Contact Person input field for setting the name of the contact person
- Email input field for setting the email address of the contact person
- Company Website input field for setting the company website URL (e.g. http://www.address.com)
- Street Address input field for setting the company street address
- City input field for setting the city company resides in
- State input field for setting the state company resides in
- Country input field for setting the country company resides in
- Zip Code input field for setting the company zip code
- Phone number input field for setting the company phone number

Note: you can use the "Copy from other" button to copy these parameters from an already created press release.

Headline	First Internet Maps Showcased On New Poster From Peaco	
Summary 2 - 4 sentence	internet maps poster	
Keywords enter one key phrase , one per line	A new wall poster reproducing nine historic "first maps" of the Internet was published today by Peacock Maps, Inc., a Washington D.C. area company.	
Category	Not Selected Select	
Release Date	Wednesday, February 01,2006	

Figure 11: Defining a press release (screenshot 2/2)

The second part of the screen contains parameters for setting press release data:

- Headline input field for setting the headline
 - Notes:
 - it is recommended to set capitalized letter for each word
 - the headline should contain your most important keyword phrase
- Summary text area for entering the press release summary; this field should effectively
 summarize the contents of your press release and contain answers to the 5 questions
 (Who? What? Where? When? Why? How?)
- Keywords input field for entering keywords; one word or key phrase should be entered par line
 - Note: it is recommended to put your top 1 5 keyword phrases inside this field; also, it is important to put your most important keyword phrase inside the Headline field (i.e. the headline should contain your most important keyword phrase).
- **Category** button for choosing the press release category, **e.g.** "Internet" (see section 3.1 for further information)
- Release Date pull down menu for setting the release date (note: this date should be set for at least 2 days ahead)

The second step in defining a press release is defining a news body. See section 4 for further information.

3.1 Setting press release category

In order to start setting the press release category, click on the "Select" button inside the screen for setting press release information.

Headline	First Internet Maps Showcased On New Poster From Pea	
Summary	internet	
2 - 4 sentence	maps poster	
Keywords enter one key phrase , one per line	A new wall poster reproducing nine historic "first maps of the Internet was published today by Peacock Maps, Inc., a Washington D.C. area company.	
Category	Not Selected Select	
Release Date	Wednesday, February 01, 2006	

Figure 12: Setting the press release category (step 1/4)

The following screen will be displayed.

Select Category	
General CategoryNONE	•
1888PressRelease.com	Select a Category
AddPR.com	Select a Category
ClickPress.com	Select a Category
E-xl.com	Select a Category
Express-press-release.com	Select a Category
Free-Press-Release-Center.info	Select a Category
MediaSyndicate.com	Select a Category
OnlinePressReleases.com	Select a Category
OpenPR.com	Select a Category
PR9.net	Select a Category
	🚽 Ok 🕺 🕺 Cancel

Figure 13: Setting the press release category (step 2/4)

Choose the desired category from the "General Category" pull down menu.

PE	Select Category				
	General Category	Investment			•
	1888PressRelease. AddPR.com ClickPress.com E-xl.com Express-press-relea	Investment Internet Gaming Government Health Media Medical Public Relati ase.com			
	Free-Press-Release	-Center.info	Investment Services	•	
	MediaSyndicate.cor	n	Select a Category	-	
	OnlinePressRelease	s.com	Finance & Investment	•	
	OpenPR.com		Select a Category	•	
	PR9.net		Select a Category		•
				🕜 Ok 🛛 🐒 🤇	Cancel

Figure 14: Setting the press release category (step 3/4)

After you choose the desired category **e.g.** "Internet", the categories from each website will be displayed if available (**e.g.** "Internet & Online").

PE s	elect Category		
G	eneral Category Internet		•
	1888PressRelease.com AddPR.com ClickPress.com E-xl.com	Select a Category Internet Computers & Internet Select a Category	
	Express-press-release.com	Internet & Online 🔹	
	Free-Press-Release-Center.info MediaSyndicate.com	Internet 💽 Consumer: Web sites - Internet 💌	
	OnlinePressReleases.com	Select a Category 💌	
	OpenPR.com	Select a Category 💌	
	PR9.net	Select a Category 💽	-
,		🕜 ok 🕺 🛠 c	ancel

Figure 15: Setting the press release category (step 3/4)

In case the category does not exist on the website, you can still use the pull down menu for the desired website and choose the category that is closest to the theme of the press release. After setting the desired category, click on the "OK" button.

Note: If a category is green you have the option to choose a related subcategory (**e.g.** "Internet" in the screenshot).

4 DEFINING NEWS BODY

After defining general press release information (see section 3), click on the "News body" tab in order to define the content of your press release.

Perss Equalizer										
Press Re	Press Release Settings Help									
Nev		Dpen 🖉	🔕 Save	() Manage	诊 Preview PR	C Accounts	🔞 Help			
Press Release News Body Submission Schedule Submission History										
Cont	Contact Information									
С	ompany	/ Name	Felix Inc	Felix Inc.						
с	Contact Person		Mr. John	Mr. John Smith						
Er	Email		john@ho	john@hotmail.com						
С	Company Website		http://ww	http://www.felix.com						
St	Street Address			1501 W PErshing Rd						
С	ity		Chicago							

Figure 16: Defining News Body (step 1/2)

The following screen will be displayed.

📴 Press Equalizer						
<u>Press Release</u> <u>S</u> ettir	ngs <u>H</u> elp					
New Op	pen Save	(i) Manage	📀 Preview PR	CS Accounts	🔞 Help	
Press Release N	lews Body Submis	sion Sched	ule Submiss	ion History		
News Body						
	import Spelling	Export	Rint			
together s the Intern The image wanted to people new The maps	que poster" said some of the most net's inventors fro es shown on the o tell the story of w to the Interne and diagrams or hey chart the lay	t important om 1964 to poster wer f the Interr t as well a ı Peacock's	original an 1988." re also selec net's early y s to tech-s new poste	d often han cted for the years in map avvy netwo er have histo	d drawn d ir artistic os, but in irking engi orical sign	liagram value, a way neers." ificance
and docun	ment the vision o		net's found	ers."		

Figure 17: Defining News Body (2/2)

The following options are available inside this screen:

- **Samples –** option for choosing a desired sample based on the category (e.g. "Event Announcement") see section 4.1
- Import option for importing a sample or a previously created press release from your local system
- **Spelling** option for checking the spelling of your press release (see section 4.2)
- Export option for exporting the press release to your local system
- **Print** option for printing the press release
- Edit the view that is displayed by default when you choose the "News body" option, used for entering press release content (note: HTML tags are not allowed)
- Preview option for previewing the output of the created press release

Notes:

- The news body should contain 300-500 words. You can monitor the word count at the lower left corner of the screen (see Figure 17).
- After defining the press release, make sure you have saved it prior to submitting it to the websites.

4.1 Choosing a sample

In order to choose a sample for your press release, click on the "Samples" button after choosing "News Body" tab from the main menu. The menu with the available press release samples will be displayed.

-Ne ¹	ws Bo	dy	
	Samp Edit	oles Import Spelling Expor Award Announcement Contract Award	t Print
		Crisis Situation	
		Event Announcement	
		New Book Promotion	
		Product Update	
		Promoting A Company	
		Promoting A Person	
		Promoting A Product or Service	
		Promoting A Website	
		Request For Coverage	
		Strategic Partnership	
		Tip List	

Figure 18: Choosing a press release sample

Choose the desired press release category from this menu and the screen will be filled with the sample for the chosen category as well as various useful tips for creating the contents of your press release.

4.2 Checking the spelling

In order to check the spelling of your press release click on the "Spelling" button inside the "News body" page (see Figure 18). The dialog window for performing the spelling check will be displayed.

Spelling			×
Not Found:	pposter	Ignore	Ignore All
<u>R</u> eplace With:	poster	Change	Change All
Suggestions:	poster	Add	Auto-Correct
Undo			
Options			Cancel

Figure 19: Performing spelling check

4.3 Saving a press release

After setting the desired parameters of a press release (contact information, data and news body) click on the "Save" button in order to save it.

📴 Pre	ss Equa	lizer						
Press P	Release	Settings He	lp					
N	ew [🦾 Open	Save	() Manage	📀 Preview PR	Accounts	Melp	
1	; Relea: ws Bod [.]		dy Submis	sion Sched	ule Submis	sion Histor	(
NG,	Sampl Edit	<u>e</u>	Spelling	Export	Rrint			
	toget the Ir The ir want peopl The r Dodg	her some o nternet's ip	of the most wentors fro Press Releas	t important om 1964 to se name a name for cu	original an	ad often h	tor of Resean and drawn di heir artistic naps, but in a working engir storical signi et data netv	iagram value, a way neers. ficanc

Figure 20: Saving the press release (step 1/2)

The press release name dialog window will be displayed. Enter the name for your press release and click on the "OK' button. The confirmation dialog will be displayed.

Press I	Equalizer	×
Press	Release crea	ated
	ОК	
		•

Figure 21: Saving the press release (step 2/2)

Click on the "OK" button to complete the procedure of creating a press release (**note:** further information on submitting the press release can be found in section 5).

5 SUBMITTING A PRESS RELEASE

In order to submit the created press release to a website click on the "Submission" tab inside the main menu (**note:** see section 3 and 4 for details on how to create a press release).

🖻 Press Equalizer (Internet Maps)										
<u>P</u> ress R	elease	<u>S</u> ettings <u>H</u> e	elp							
Ne	3 ***	🌽 Open	🔕 Save	(i) Manage	e Preview PR	C Accounts	🚺 Help			
Press	Release	e News Bo	ody Submi	ssion ScH	edule Submis	sion History				
	mit Pre	ss Release	to sites							
	(4	4) 🛛	l					
	Sites	Start	Stop Vi	ew Rest	ilts					
F	#	Sites			Status					

Figure 22: Choosing option submission

The following options are available inside the "Submission" page:

- Sites option for choosing the sites you want to submit the press release to (see section 5.1)
- Start option for starting the submitting process after choosing the desired sites (see section 5.2)
- Stop option for stopping the submission process
- View viewing the submission history (see section 7)
- **Results** option for viewing submission results (see section 5.4)

5.1 Choosing Sites for Press Release Submission

In order to choose sites your press release will be submitted to, click on the "Sites" button inside the "Submission" page. The following screen will be displayed.

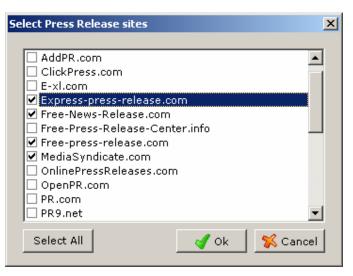


Figure 23: Choosing sites for submitting a press release

Choose the desired sites you want to submit your press release to by selecting the checkbox next to its name and click on the "OK" button. The next step is starting the submission process by clicking on the "Start" button (see section 5.2 for further information).

Note: some websites require subscription prior to being able to submit press releases – see section 10.1 for further information on subscription procedure).

5.2 Starting a press release submission

In order to start submitting the press release once you have chosen the sites you want to submit it to, click on the "Start" button (**note:** see section 5.1 for further information on choosing the sites).

Press Equalizer (Internet Maps)											
Press Release	e <u>S</u> ettings <u>H</u> e	elp									
) New	Open	Save	(i) Manage	Preview PR	C Accounts	🚺 Help					
Press Rele	ase News Bo	ody Submis	sion Sched	ule 🛛 Submis:	sion History 🗎						
_Submit P	Submit Press Release to sites										
Site		Stop Vie	ew Results								
#	Sites			Status							

Figure 24: Starting the submission process

The screen for entering verification code will be displayed (note: this procedure is necessary in order to assure that submission is done by human).

Other contact info Verification Code Required 744-4611 Please input the code in field below . You can scroll PE Browser to view the verification image. *Validate Code: 58e04b ? Click Resume to continue submission process . DONT CLICK ON SUBMIT BUTTON ON PE BROWSER *Please re-check your press *Please wait about one hou Verification Code : 58e04b	PE Browser		
744-4611 Please input the code in field below . You can scroll *Validate Code: 58e04b Please input the code in field below . You can scroll ? Click Resume to continue submission process . DONT CLICK ON SUBMIT BUTTON ON PE BROWSER Verification Code : 58e04b *Please re-check your press Resume	Other contact info	Verification Code Required	
*Please re-check your press Resume	744-4611	PE Browser to view the verification image. Click Resume to continue submission process . DONT CLICK ON SUBMIT BUTTON ON PE BROWSER	
	"Please wait about one hou		
Software Hypermarket Contact us	<u>Sof</u>	tware Hypermarket Contact us	-

Figure 25: Entering verification code

Scroll down in order to see the verification code image. Enter the displayed code inside the "Verification Code" input field and click on the "Resume" button.

Press Equalizer will begin contacting selected sites and submitting the press release. You can monitor the progress by looking at the status column and progress bar at the lower part of the screen.

📴 Press Equal	Press Equalizer (Internet Maps)									
<u>P</u> ress Release	<u>S</u> ettings <u>H</u> e	lp								
E New	New Open Save Manage Preview PR Accounts Help									
Press Release	e News Bo	idy Submis	sion Sched	lule Submiss	ion History					
Submit Press Release to sites										
#	Sites			Status						
1	Express-p	oress-release	e.com	Success						
2		s-Release.co		Success						
3		s-release.co)m	Sleep befor	e submit					
4	MediaSyn	idicate.com		Waiting						
					Remaining	Time : Oh Om	275			

Figure 26: Submitting a press release (step 1/2)

Press Equalizer	×
Press Release submission success	ful
ОК	

Press Equalizer

Figure 27: Submitting a press release (step 2/2)

Click on the "OK" button to complete the procedure of submitting the press release.

5.3 Viewing Submission Live

In order to view the submission process live, choose option "View".

📴 Press Equ	alizer (Inter	net Maps)				
<u>P</u> ress Release	<u>S</u> ettings <u>H</u> e	elp				
目	2			>		1
New	Open	Save	Manage	Preview PR	Accounts	Help
Press Relea	se∫News Bo ress Release		sion Sched	ule Submiss	sion History	
Submit Pr	ess keiease		_			
C Sites	. 🥠 ; Start	Stop Vie	ew Results			

Figure 28: Viewing submission live (step 1/2)

The following screen will be displayed.

Navigate Login User name User name Password Remember me Log-in User name User name User name	PE Browser	
User name User name Password Remember me Log-in	_	MediaSyndicate Free Press Release, PR, IR, News Post & Media Relatic
	User name User name Password Remember me Log-in	Wrong user name or password. Pl

Figure 29: Viewing submission live (step 2/2)

5.4 Viewing results of the press release submission

After submitting the press release, click on the "Results" button inside the toolbar in order to see the results.

📴 Press I	iquali	zer (Inter	net Maps)				
<u>P</u> ress Rele	ase 🔮	<u>5</u> ettings <u>H</u> e	elp				
目		è			>		1
New		Open	Save	Manage	Preview PR	Accounts	Help
Press Re	lease	News Bo	ody Submis	sion Sched	ule Submis:	sion History	
Submi	t Pres	s Release	to sites				
	🗾 ites	47 Start	Stop Vie	ew Results]		

Figure 30: Viewing the results of the press release submission (step 1/2)

The following screen will be displayed.

PE Submission Result Image: Submissite Result Image: Submission R			<u> </u>
PR Submission Result			<u>*</u>
Express-press-release.com	ОК	view	
Free-News-Release.com Free-press-release.com	OK FAIL	<u>view</u> <u>view</u>	
MediaSyndicate.com	FAIL	<u>view</u>	
			_

Figure 31: Viewing the results of the press release submission (step 2/2)

Inside this screen you can see the results of the submission with the following parameters:

- Home option for returning to the first page
- **Back** option for going back one page
- Next option for going further one page
- OK displayed in case submission was successful
- FAIL displayed in case submission was not successful
- **View** option for viewing detailed submission report (see Figure 32)

The following screenshot is an example of the submission report for a website displayed after you click on the "View" button.



Figure 32: Example of the submission report

6 SCHEDULING A PRESS RELEASE

The "Press Equalizer" allows you to schedule submission of press releases at the desired time and with the desired frequency.

In order to start scheduling a press release, click on the "Schedule" option inside the main menu.

🖻 Press Equalizer (Internet Maps)									
<u>P</u> ress Rel	Press Release Settings Help								
E		🔔 🔕 🚯			8				
New	v	Open	Save	Manage	Preview PR	Accounts	Help		
Press R	Press Release News Body Submission Schedule Submission History								
Submit Press Release to sites									
		~							
		4	-7 🤇	2 🖪					
	Sites	Start	Stop Vie	w Results					
		[
-	*	Sites			Status				
1	L	Express-	press-releas(e.com	Success				
2	2	Free-New	s-Release.co	om	Success				

Figure 33: Choosing option "Schedule"

The following screen will be displayed.

📧 Pre	ess Equa	alizer (Inter	net Maps)						
Press F	Release	<u>S</u> ettings <u>H</u> e	elp						
		è		(i	\$	(1	
N	ew	Open	Save	Ma	anage	Preview PR	Accounts	Help	1
Press	; Relea	se News Bo	ody Submis	sion	Sched	ule Submis	sion History		
-0-1		A Duran Dala							
Scr	neaule	A Press Rele	ase		-				
			S 📢						
	Add	Edit	Delete Ref	🥟 resh					
	Auu	Cuit	Delete Kei	resii					
	Press	Release			Frequer	ιογ	Next S	chedule	_
									_

Figure 34: Options for scheduling a press release

The following scheduling options are available:

- Add option for adding a new press release submission schedule (see section 6.1)
- Edit option for editing the existing press release submission schedule
- Delete option for deleting the press release submission schedule (see section 6.2)
- Refresh option for refreshing this list

6.1 Adding a new press release schedule

In order to schedule submission of a press release, click on the "Add" button inside the "Schedule" page.

📧 Press	s Equa	alizer (Inter	net Maps)					
<u>P</u> ress Re	lease	<u>S</u> ettings <u>H</u> e	lp					
E Nev	v	🦾 Open	🔕 Save) Manage	Preview PR	C Accounts	🚺 Help	
Press F	Relea:	se News Bo	ody Submis	sion Sched	ule Submis	sion History		
Sche	dule Add	A Press Rele	ase Delete Ref	3 resh				
Press Release			Frequer	тсу	Next S	Next Schedule		

Figure 35: Adding a press release submission schedule (step 1/2)

The following screen will be displayed.

Er	eate a schedule		×
	Schedule Data		7
	Press Release	Internet Maps	
	Start Date	2/ 1/2006	
	End Date	2/ 2/2006	
	Schedule Time	12:45:40 PM	
	Frequency	One Time Only	
	Subscriptions	 1888PressRelease.com AddPR.com ClickPress.com E-xl.com Express-press-release.cor Free-Press-Release-Cente Free-nress-release.com 	
		🕜 Create 🛛 🛠 Cancel	

Figure 36: Adding a press release submission schedule (step 2/2)

The following are the parameters for scheduling a press release submission:

- Press Release pull down menu for choosing the desired press release
- Start Date pull down menu for defining the submission starting date
- End Date pull down menu for defining the submission ending date
- Schedule Time pull down menu for setting the exact submission time

- Frequency pull down menu for setting the submission frequency:
 - One Time Only
 - Every Day
 - Every Week
 - o Every Month
- **Subscriptions** list of available submission sites where you should select the desired sites for submitting your press release

After setting the desired parameters, click on the "Create" button in order to complete the scheduling procedure. The created schedule will be displayed in the list of schedules.

📧 Pre	ss Equ	alizer (Inter	net Maps)						
<u>P</u> ress F	Release	<u>S</u> ettings <u>H</u> e	elp						
1		è		(6	(C		1
N	ew	Open	Save	Ma	nage	Preview PR	Acco	unts	Help
Press	Press Release News Body Submission Schedule Submission History								
-Set	Schedule A Press Release								
30	leadle	A FIESS Kell	;asc						
	Ð		8	3					
	Add	Edit	Delete Ref	resh					
	Press Release Frequency			Next Schedule			Sites Count		
	Interr	net Maps	One Time Only		2/1/2006 12:45:40 PM		25		

Figure 37: Press release submission schedule created

6.2 Deleting a press release schedule

In order to schedule submission of a press release, click on the "Add" button inside the "Schedule" page.

📴 Press Equ	alizer (Inter	net Maps)						
Press Release	<u>S</u> ettings <u>H</u> e	elp						
E	A.		(i)	8				
New	Open	Save	Manage	Preview PR	Accounts	Help		
Press Release News Body Submission Schedule Submission History								
⊏Schedule	Schedule A Press Release							
•								
Add	Edit	Delete Ref	resh					
Press	Release		Frequer	псу	Next S	chedule		

Figure 38: Deleting a press release schedule (step 1/2)

Once you click on the "Delete" button, the confirmation dialog will be displayed.

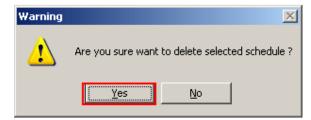


Figure 39: Deleting a press release schedule (step 2/2)

Click on the "Yes" button to complete the procedure of deleting the press release schedule.

7 VIEWING SUBMISSION HISTORY

In order to view a history of already submitted press releases click on the "Submission History" button inside the main menu and the submission history page will be displayed.

📴 Press Equalizer (Internet Maps)									
Press Relea	se <u>S</u> ettings <u>H</u> i	elp							
目	1		(1)	\$		0			
New	Open	Save	Manage	Preview PR	Accounts	Help			
Press Release News Body Submission Schedule Submission History									
vi		Refresh							
Press Release Name Tir			Time		Where Submitted		id		
Int	ernet Maps	2/1/200	6 11:52:45 /	AM Success	Express-p)ress-r	1		

Figure 40: Viewing Submission History

In order to see the details of the submission, double click the desired press release inside the list and the following window will be displayed.

Subr	nission History	×
<u>ح</u>	Submission Information	7
	Submission Report	
	Press Release : Internet Maps Report Time : 2/1/2006 11:52:45 AM	
	Successfull submission : - Express-press-release.com - Free-News-Release.com Failed submission : - Free-press-release.com - MediaSyndicate.com	
	۲ ۲	
	Save To File Close	

Figure 41: Details of the press release submission

Inside this screen you have the option of saving the submission history into a txt file on your PC.

8 MANAGING PRESS RELEASES

In order to start managing your press releases, click on the "Manage" button inside the toolbar or choose option "Manage" from the "Press Release' menu.

🤨 Press Equa	🔨 Press Equalizer (Internet Maps)						
Press Release	Settings He	lp					
New Open Save	Open (🔕 Save	(i) Manage	📀 Preview PR	CC Accounts	🚺 Help	
Manage e News Body Submission Schedule Submission Exit formation			sion History				
Company Name		Felix Inc					
Contact	Contact Person		Mr. John Smith				
Email	Email		john@hotmail.com				
Compa	ny Website	http://ww	http://www.felix.com				

Figure 42: Choosing option "Manage"

The following screen will be displayed

Manage Press Release	×
Press Releases	ß
	Rename
Internet Medical maps Malprac	C Delete
	LI. Close

Figure 43: Options for managing press release

- **Rename** option for renaming a press release (see section 8.1)
- **Delete** option for deleting a press release (see section 8.2)

8.1 Renaming a press release

In order to rename a press release, choose option "Manage" from the main menu. The "Manage Press Release" window will be displayed.

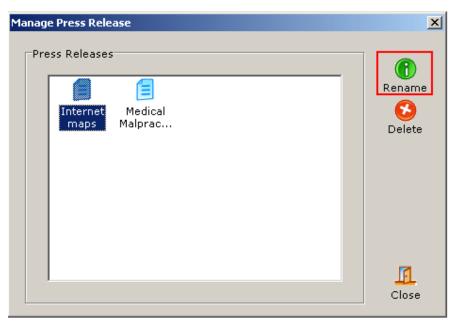


Figure 44: Renaming a press release (step 1/2)

In order to rename a press release, select the desired release and click on the "Rename" button. The dialog window for setting a different name will be displayed.

Rename Press Release		×
Please enter new name fo	r selected Press Re	lease
Internet maps		
ОК	Cancel	

Figure 45: Renaming a press release (step 2/2)

After setting the desired name, click on the "OK" button and the release will be renamed.

8.2 Deleting a press release

In order to delete a press release, choose option "Manage" from the main menu. The "Manage Press Release" window will be displayed.

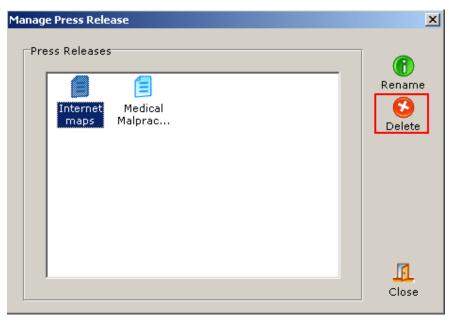


Figure 46: Deleting a press release (step 1/2)

In order to delete a press release, select the desired release and click on the "Delete" button. The confirmation dialog will be displayed.

Warning	×
1	Are you sure want to delete 'Internet maps' ?
	Yes <u>N</u> o

Figure 47: Deleting a press release (step 2/2)

9 PREVIEWING PRESS RELEASE

In order to preview a press release, click on the "Preview PR" button inside the toolbar.

📴 Press Equalizer (Internet Maps)								
Press Rele	ase Settings H	elp						
E	6			\$		1		
New	Open	Save	Manage	Preview PR	Accounts	Help		
Press Re	Press Release News Body Submission Schedule Submission History							
Conta	Contact Information							
Cor	npany Name	Felix Inc	Felix Inc.					
Cor	tact Person	Mr. John	Mr. John Smith					
Em	ail	john@ho	john@hotmail.com					
Cor	Company Website		http://www.felix.com					
Stro	et Address	1501 W F	1501 W PErshing Rd					

Figure 48: Previewing press release (step 1/2)

The screen with the preview will be displayed.

Submission Resul		_ []]
Press Release	Preview :	
Press Release Name	: Internet Maps	
Contact Information		
Company Name	: Felix Inc.	
Contact Person	: Mr. John Smith	
Email	: john@hotmail.com	
Company	: <u>http://www.felix.com</u>	-

Figure 49: Previewing press release (step 2/2)

10 MANAGING WEBSITE ACCOUNTS

This section will give detailed instructions on managing your accounts with the websites that require registration prior to giving you the possibility to submit your press release.

In order to start managing your accounts, click on the "Accounts' button inside the toolbar.

産 Press Equalizer (Internet Maps)							
Press Release Settings Help							
E New	🌽 Open	🔕 Save	(i) Manage	📀 Preview PR	C Accounts	🚺 Help	
Press Release News Body Submission Schedule Submission History							
Contact Information							
Compa	iny Name	Felix Inc	Felix Inc.				
Contac	t Person	Mr. John	Mr. John Smith				
Email		john@ho	john@hotmail.com				
Compa	ny Website	http://wv	http://www.felix.com				
Street	Address	1501 W F	1501 W PErshing Rd				

Figure 50: Choosing option "Account" from the toolbar menu

The following screen will be displayed.

1UKprwire.comfelix####2Usprwire.com-3PR.com-4SBWire.com-5PRZoom.com-61888PressRelease.com-7Free-Press-Release-Cente8PressMethod.com-9MediaSyndicate.com-	#	Subscription	Username	Password	٠
3 PR.com 4 SBWire.com 5 PRZoom.com 6 1888PressRelease.com 7 Free-Press-Release-Cente 8 PressMethod.com	1	UKprwire.com	felix	####	
4 SBWire.com 5 PRZoom.com 6 1888PressRelease.com 7 Free-Press-Release-Cente 8 PressMethod.com	2	Usprwire.com			
5 PRZoom.com 6 1888PressRelease.com 7 Free-Press-Release-Cente 8 PressMethod.com	3	PR.com			
6 1888PressRelease.com 7 Free-Press-Release-Cente 8 PressMethod.com	4	SBWire.com			
7 Free-Press-Release-Cente 8 PressMethod.com	5	PRZoom.com			
8 PressMethod.com	6	1888PressRelease.com			
	7	Free-Press-Release-Cente			
9 MediaSyndicate.com	8	PressMethod.com			
	9	MediaSyndicate.com			_
	ŧĵ_	DDO			Ť

Figure 51: Subscription account screen

The following options and information is available inside this screen:

- Subscription information about the website
- Username input field displaying your username; this is where you should enter the username for a website after you complete the sign up process (note: the first four websites in the list require subscription prior to being able to submit press releases – see section 10.1 for further information)
- Password input field displaying the password for the website that requires sign up before letting you submit your press release; click on the "Edit Account" button to set the

password in case you have already completed the sign up procedure (see section 10.1 for further information on the sign up procedure)

- Edit Account option for setting and editing your user name and password for the website that requires sign up and login prior to letting you submit a press release
- Sign up option for signing up for a website in case it is required (note: the website that do not require sign up have a "Not Required" label) – see section 10.1 for further information on sign up procedure
- Close option for closing this window

10.1 Signing up for a website

Some of the websites require registration prior to being able to submit your press release. In order to sing up for a website, click on the "Account" button (see Figure 50) inside the toolbar. The "Subscription Account" window will be displayed.

Subscription Account							
#	Subscription	Username	Password 🔺				
1	UKprwire.com	felix	####				
2	Usprwire.com						
3	PR.com						
4	SBWire.com						
5	PRZoom.com						
6	1888PressRelease.com						
7	Free-Press-Release-Cente						
8	PressMethod.com						
9	MediaSyndicate.com		-				
₹Î	000+						
	Edit Account Sign	up	Close				

Figure 52: Signing up for a website

Inside this window, select the desired website and click on the "Sign up" button. The sign up page for the selected website will be loaded inside your default Internet Browser.

Return to this window after completing the sign up procedure, click on the "Edit Account" button and enter username and password for the newly created account. This will enable "Press Equalizer" to automatically login to the website and submit your press release.

11 USING PRESS RELEASE MENU

This section will give detailed instructions on using the press release menu and all available options.

📴 Press Equa	🔨 Press Equalizer (Internet Maps)						
Press Release	Settings He	lp					
New Open Save	Open	Save	Manage	Preview PR	C Accounts	🚺 Help	
		dy Submis	sion Sched	lule Submis	sion History		
Exit formation							
Company Name							
Contact Person							
Email							

Figure 53: Options inside the Press Release menu

The following are the options available inside the "Press Release" menu:

- New option for creating a new press release
- Open option for opening a previously saved press release
- Save option for saving a press release
- Manage option for managing previously created press releases (see section 8)
- Exit option for closing the press equalizer

12 USING SETTINGS MENU

This section will give instructions on using the settings menu.

🧧 Press Equa	E Press Equalizer (Internet Maps)								
Press Release	Settings	Help							
E New	Update	service at startup	Every Day Every Week	R Accounts	🚺 Help				
Press Releas	1	Body Submission	Every 2 Week Every Month Vever	ission History					
	ny Name t Person								
Email									

Figure 54: Using settings menu

The option available inside this menu is:

- Run PE service at startup check this option if you want to be able to run scheduled press releases
- **Update Reminder** select the frequency "Press Equalizer" should follow when reminding you about the updates