

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.

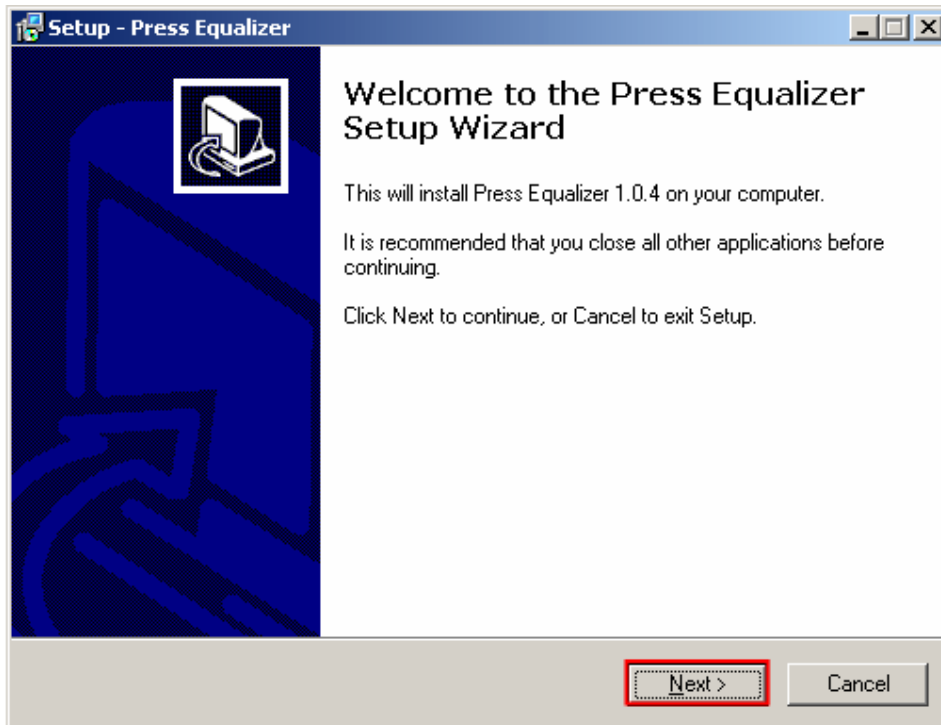


Figure 1: Installation procedure (step 1/8)

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

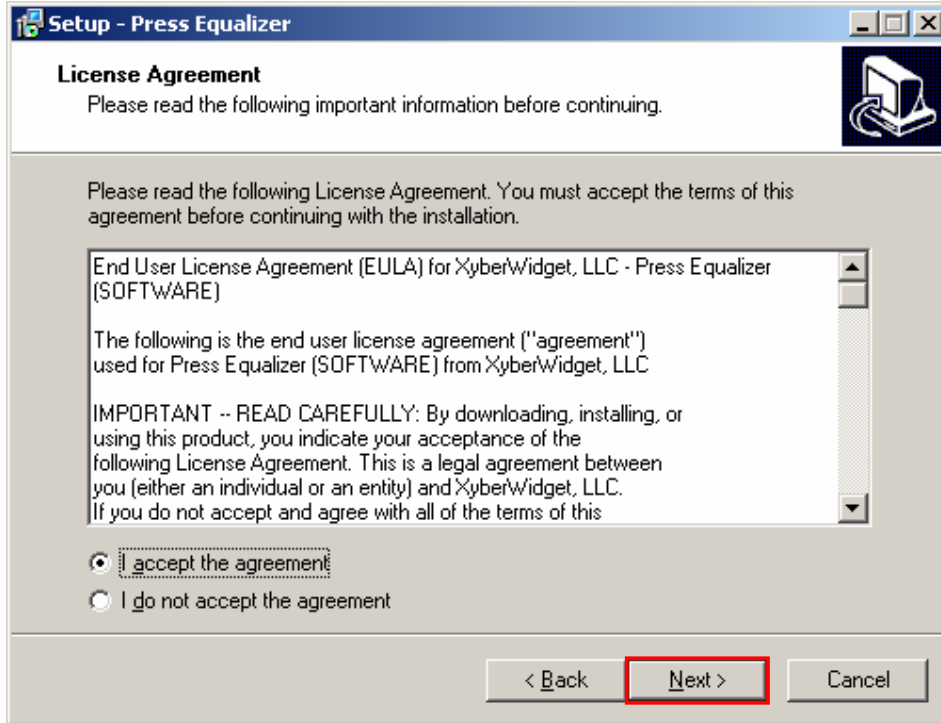


Figure 2: Installation procedure (step 2/8)

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

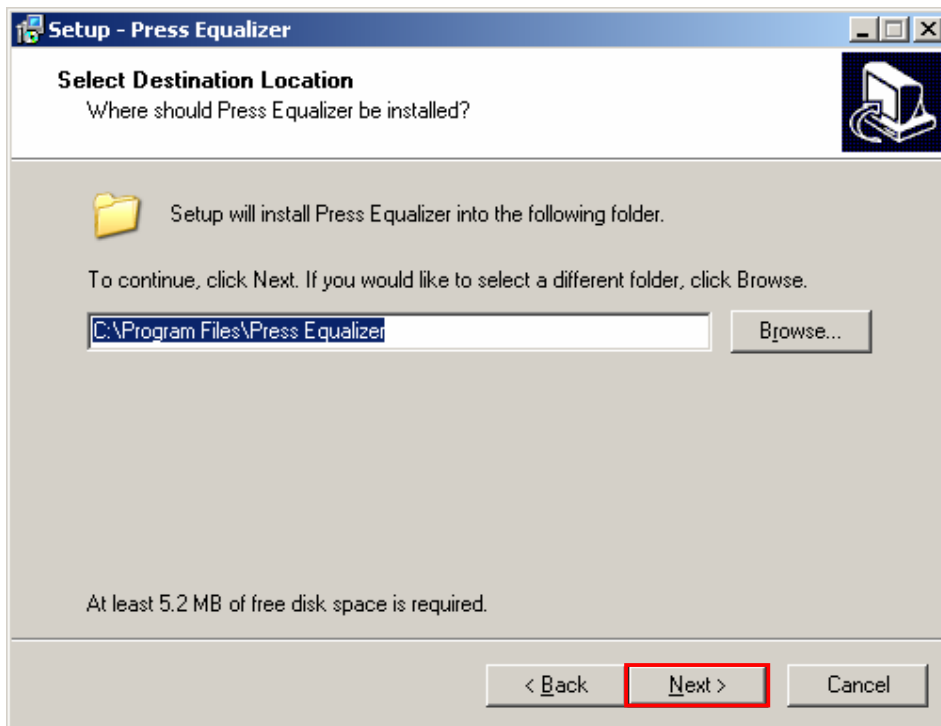


Figure 3: Installation procedure (step 3/8)

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.

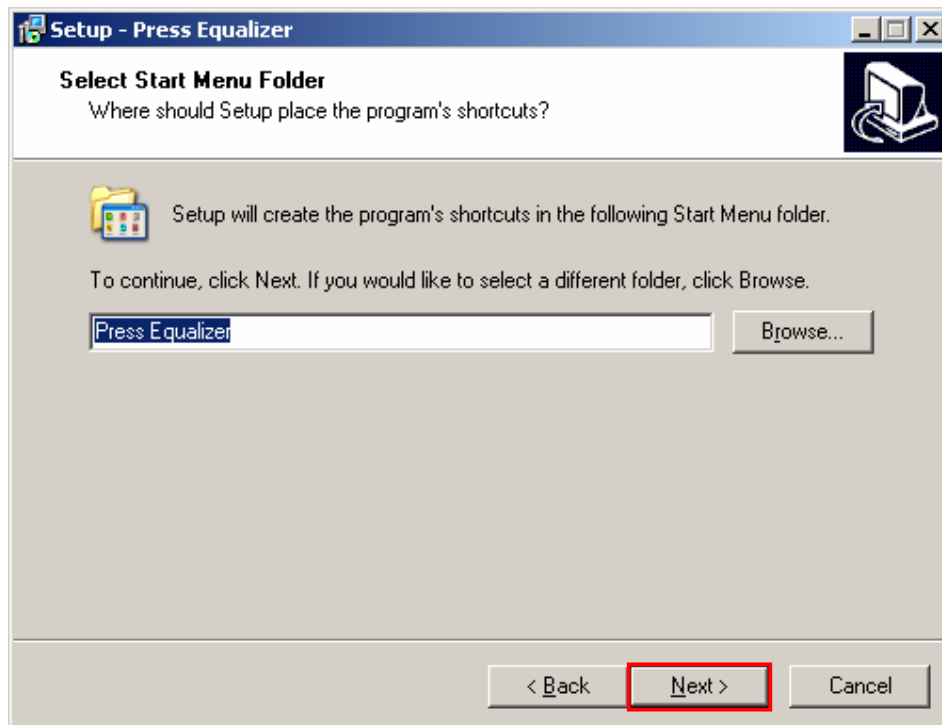


Figure 4: Installation procedure (step 4/8)

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.

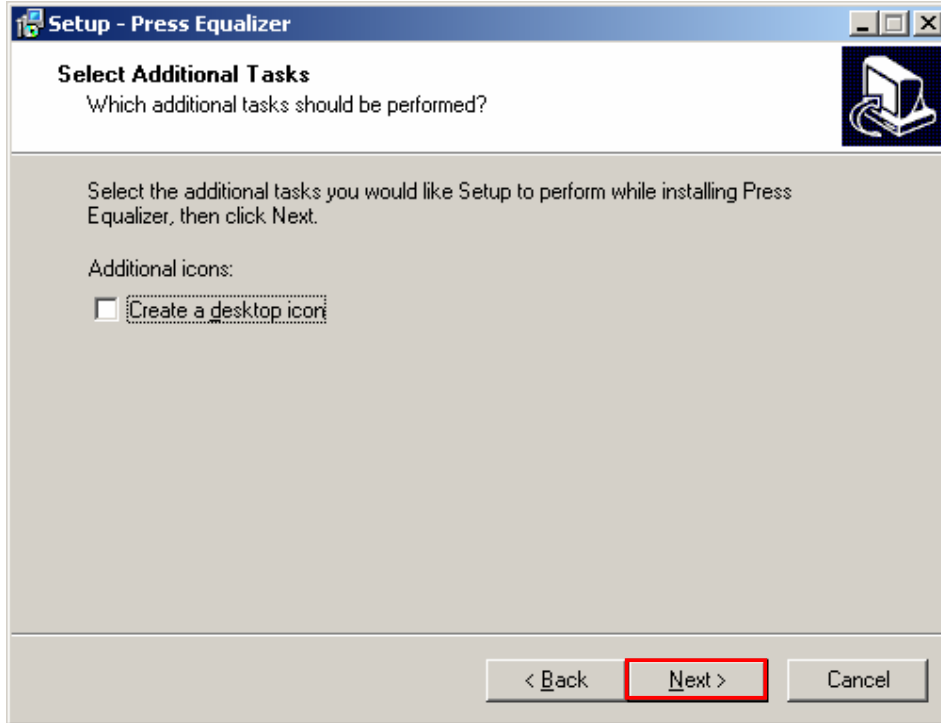


Figure 5: Installation procedure (step 5/8)

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.

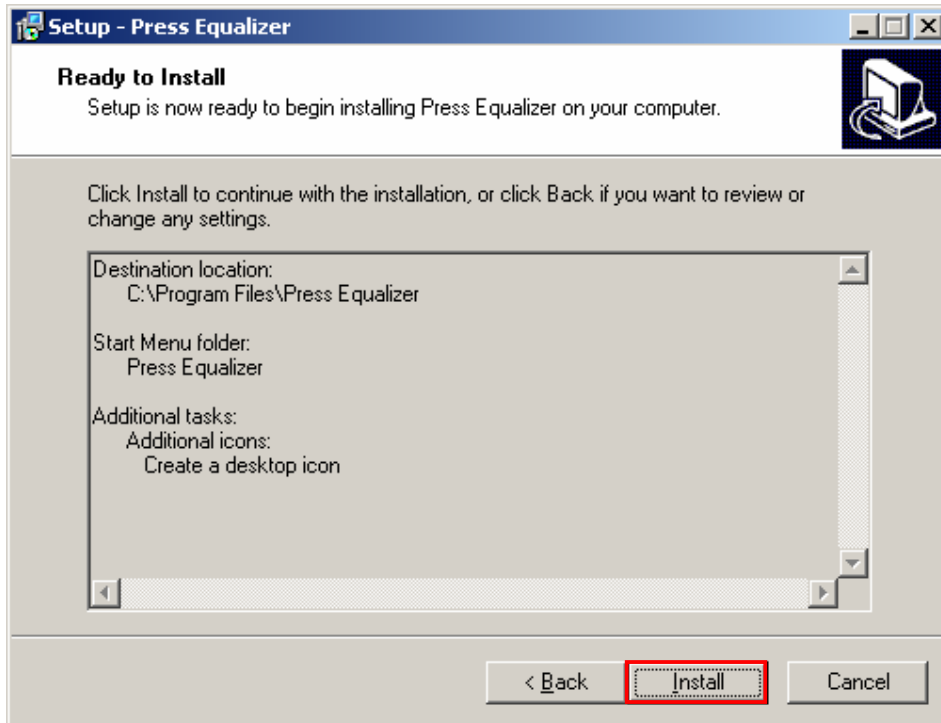


Figure 6: Installation procedure (step 6/8)

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.

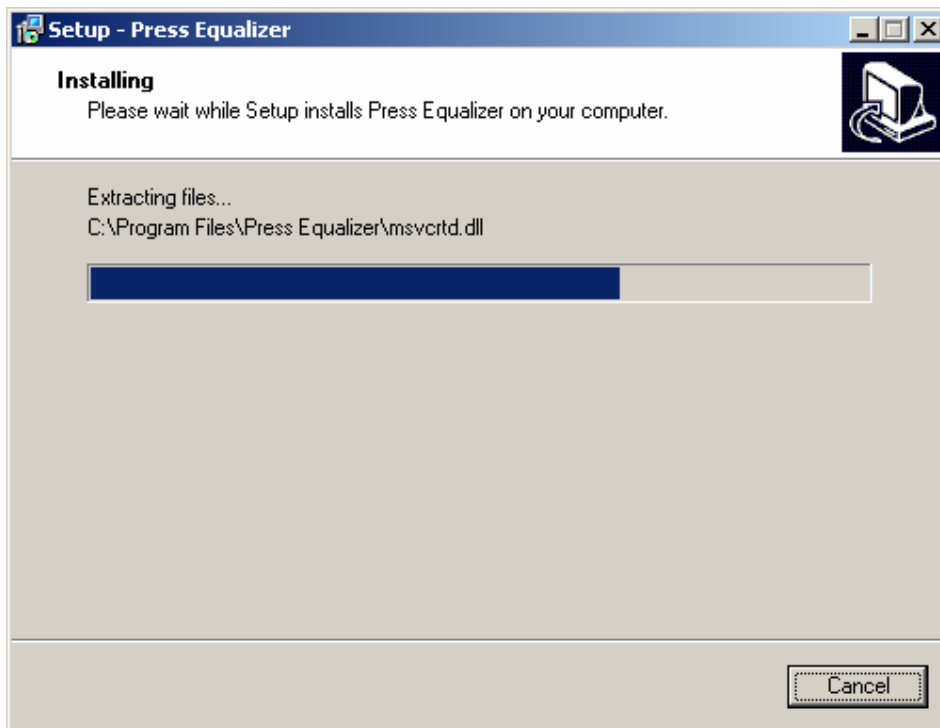


Figure 7: Installation procedure (step 7/8)

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

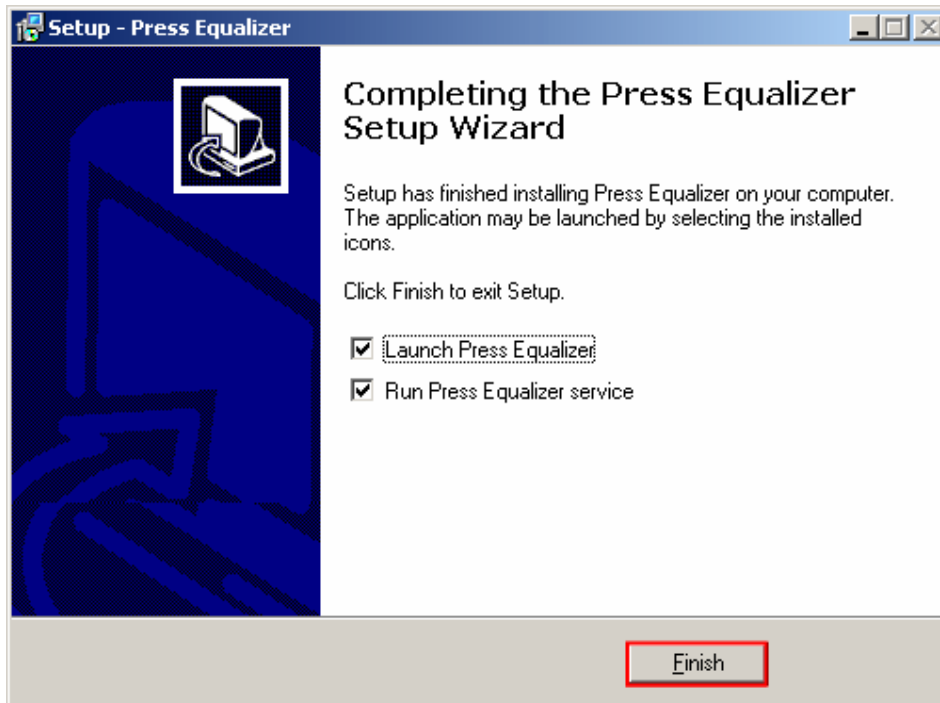


Figure 8: Installation procedure (step 8/8)

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
 - **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)

The screenshot displays the 'Press Equalizer' application window. At the top, there is a menu bar with 'Press Release', 'Settings', and 'Help'. Below the menu bar is a toolbar with icons for 'New', 'Open', 'Save', 'Manage', 'Preview PR', 'Accounts', and 'Help'. A secondary set of tabs includes 'Press Release', 'News Body', 'Submission', 'Schedule', and 'Submission History'. The main content area is divided into two sections: 'Contact Information' and 'Press Release Data'. The 'Contact Information' section contains text input fields for 'Company Name', 'Contact Person', 'Email', 'Company Website', 'Street Address', 'City', 'State', 'Country' (set to 'United States'), 'Zip Code', and 'Phone Number'. A 'Copy from other' button is located to the right of these fields. The 'Press Release Data' section includes a 'Headline' field, a 'Summary' field with a '2 - 4 sentence' constraint and a scroll bar, a 'Keywords' field with the instruction 'enter one key phrase, one per line' and a scroll bar, a 'Category' field with a 'Not Selected' label and a 'Select' button, and a 'Release Date' field set to 'Wednesday, February 01, 2006'. A 'Modified' status indicator is visible at the bottom left of the window.

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).

The screenshot shows the 'Press Equalizer' application window. The title bar reads 'PE Press Equalizer'. Below the title bar is a menu bar with 'Press Release', 'Settings', and 'Help'. A toolbar contains icons for 'New', 'Open', 'Save', 'Manage', 'Preview PR', 'Accounts', and 'Help'. Below the toolbar is a tabbed interface with tabs for 'Press Release', 'News Body', 'Submission', 'Schedule', and 'Submission History'. The 'Press Release' tab is active, displaying a 'Contact Information' form with the following fields and values:

| | |
|-----------------|----------------------|
| 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.

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

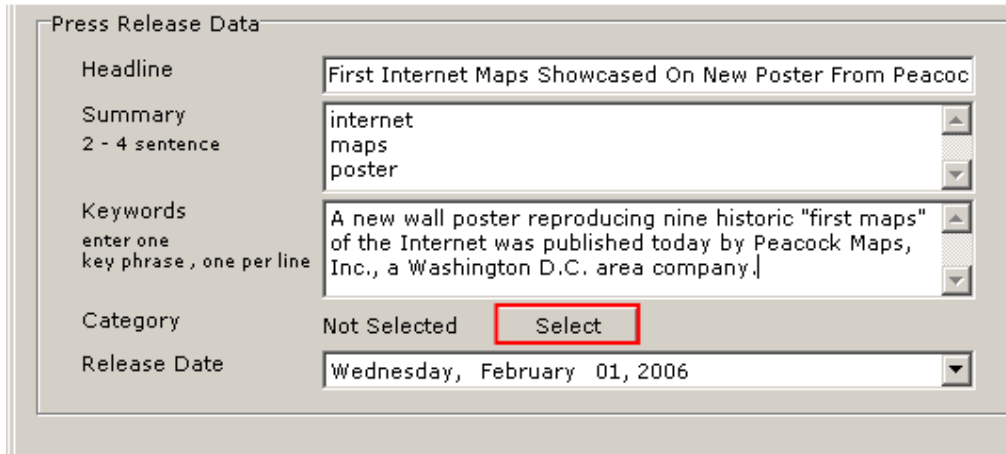
The second part of the screen contains parameters for setting press release data:

- **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 per 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.



Press Release Data

Headline: First Internet Maps Showcased On New Poster From Peacoc

Summary: 2 - 4 sentence
internet
maps
poster

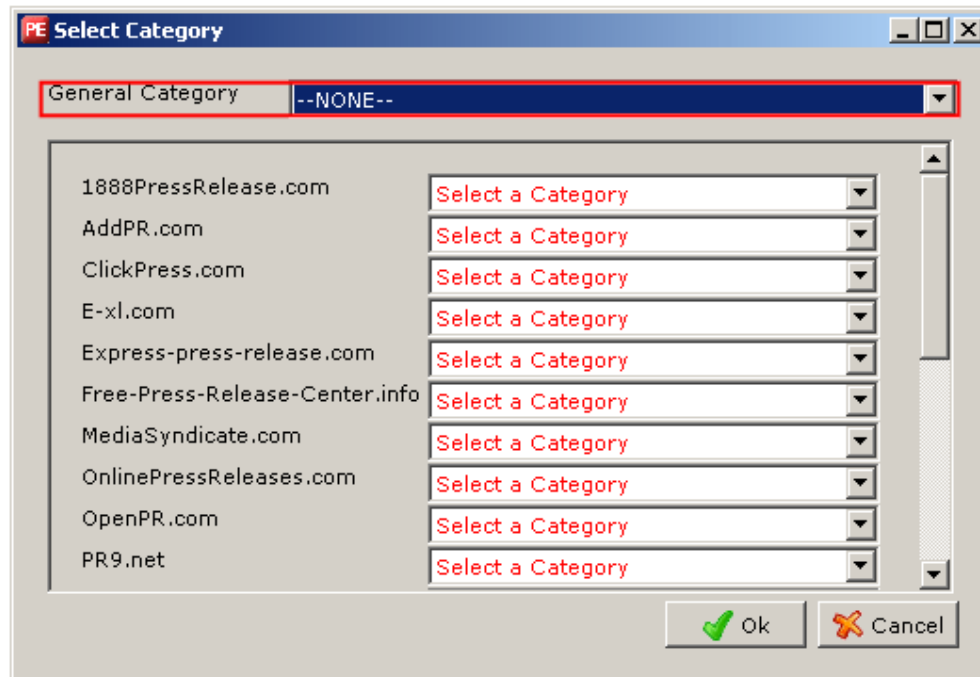
Keywords: enter one key phrase , one per line
A new wall poster reproducing nine historic "first maps" of the Internet was published today by Peacock Maps, Inc., a Washington D.C. area company.]

Category: Not Selected **Select**

Release Date: Wednesday, February 01, 2006

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

The following screen will be displayed.



PE Select Category

General Category: --NONE--

| | |
|--------------------------------|-------------------|
| 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.

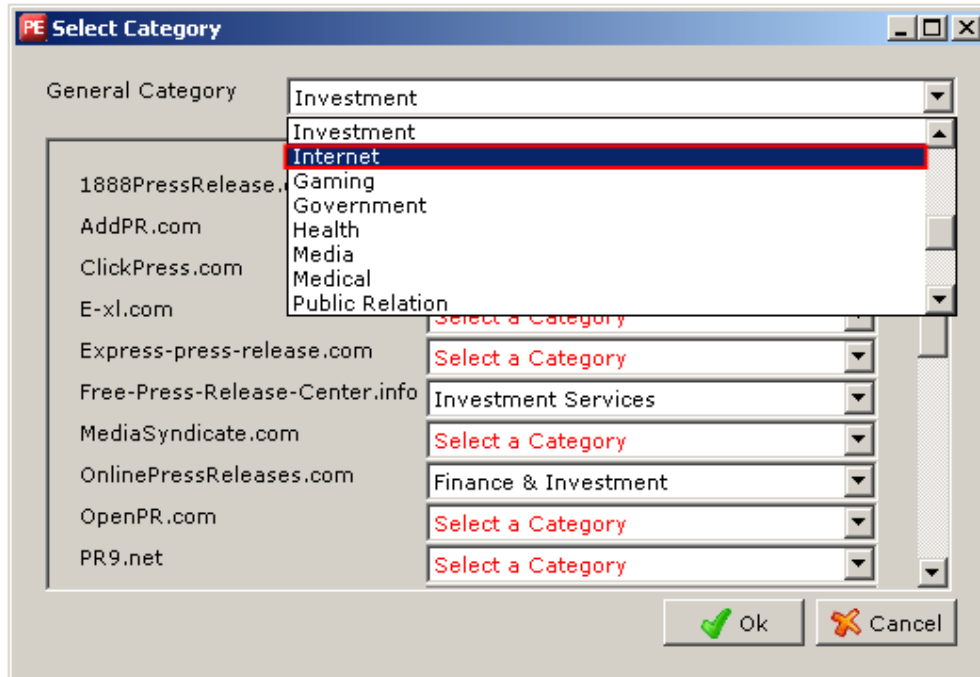


Figure 14: Setting the press release category (step 3/4)

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

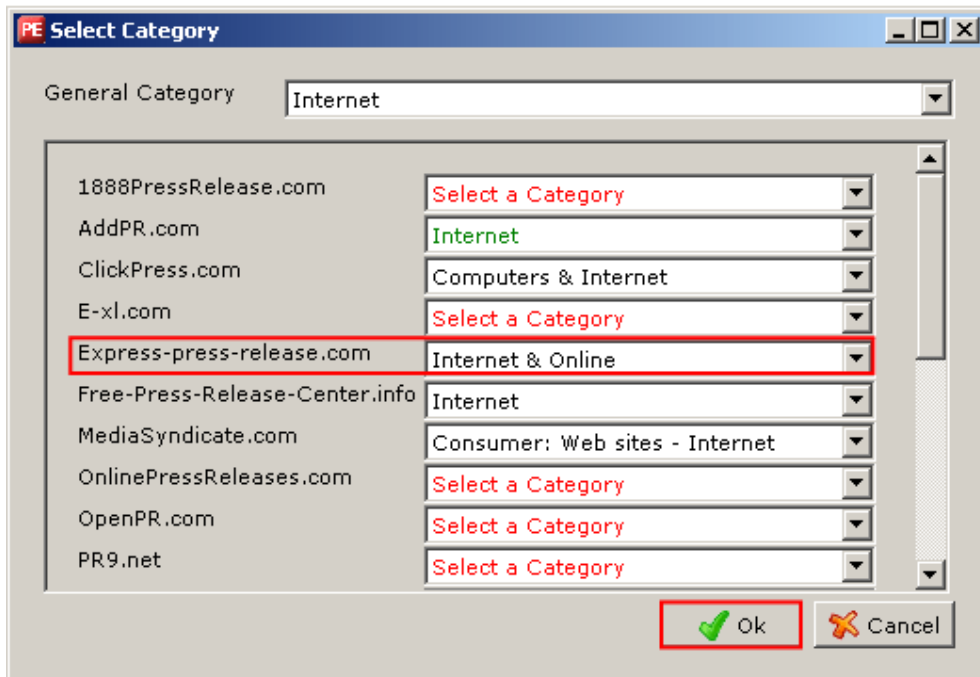


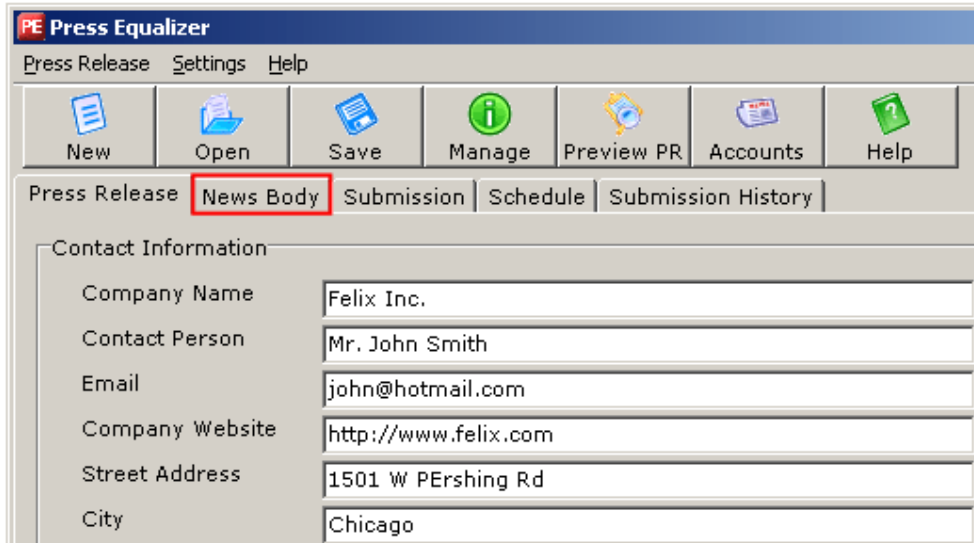
Figure 15: Setting the press release category (step 3/4)

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.



The screenshot displays the 'Press Equalizer' application window. The title bar reads 'PE Press Equalizer'. Below the title bar is a menu bar with 'Press Release', 'Settings', and 'Help'. A toolbar contains icons for 'New', 'Open', 'Save', 'Manage', 'Preview PR', 'Accounts', and 'Help'. Below the toolbar is a tabbed interface with 'Press Release', 'News Body', 'Submission', 'Schedule', and 'Submission History'. The 'News Body' tab is selected and highlighted with a red box. The main content area is titled 'Contact Information' and contains several text input fields:

| | |
|-----------------|----------------------|
| 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 |

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

The following screen will be displayed.

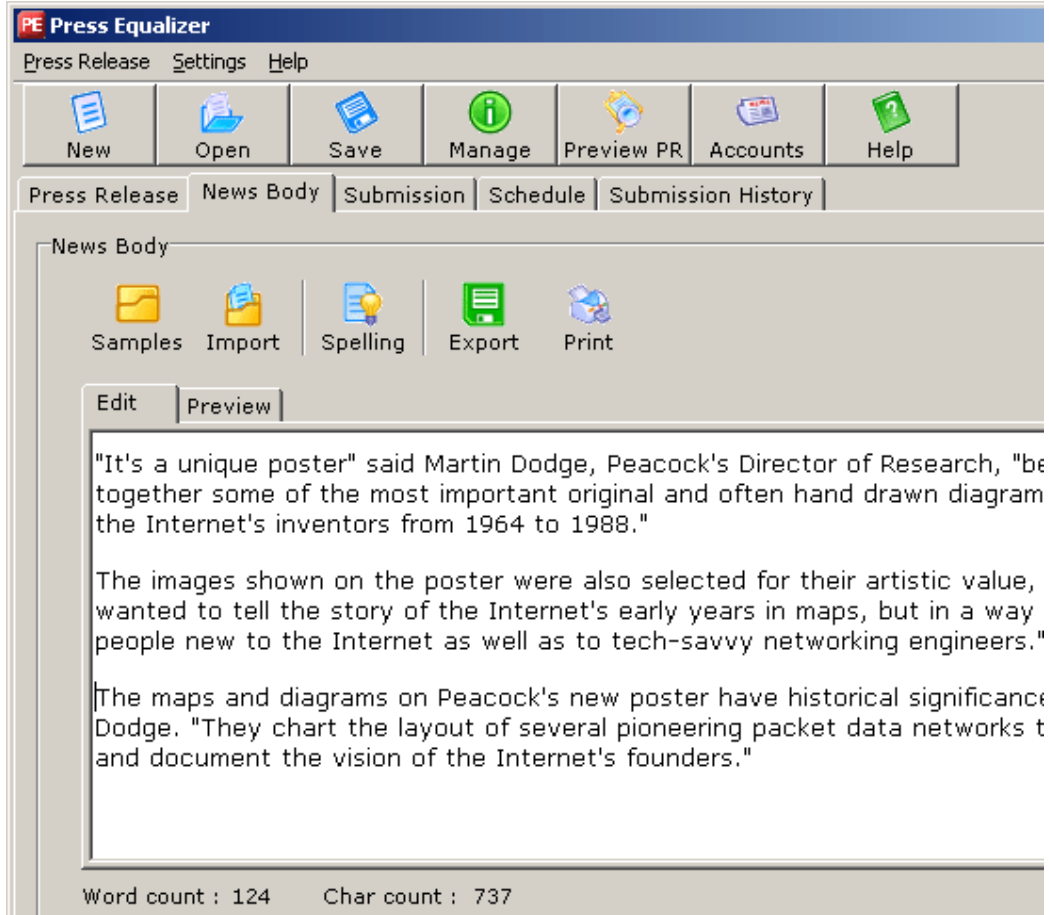


Figure 17: Defining News Body (2/2)

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.

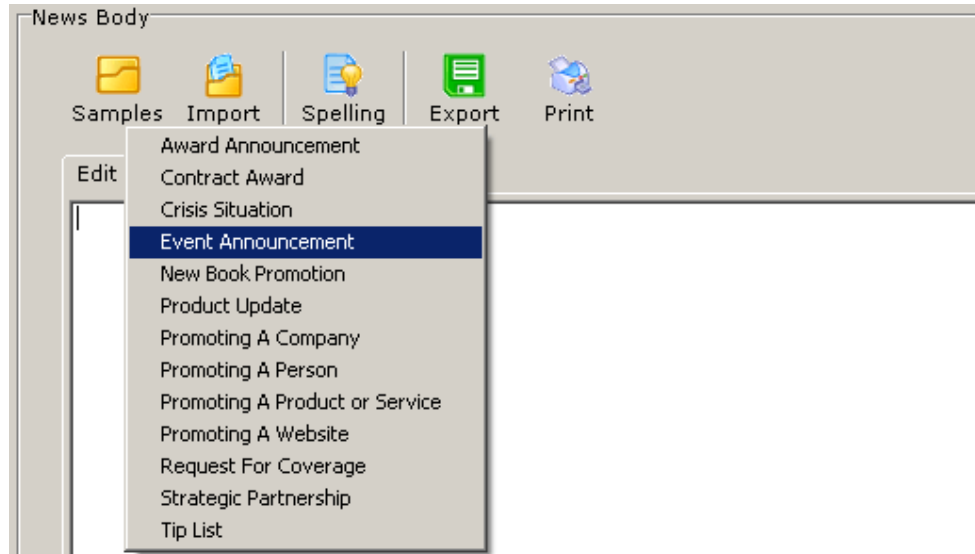


Figure 18: Choosing a press release sample

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.

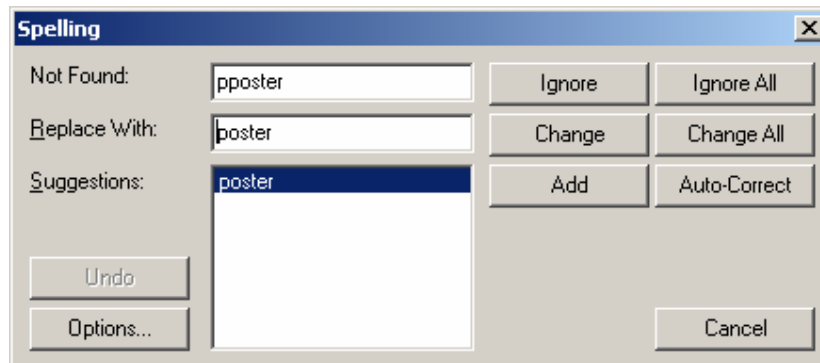


Figure 19: Performing spelling check

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.

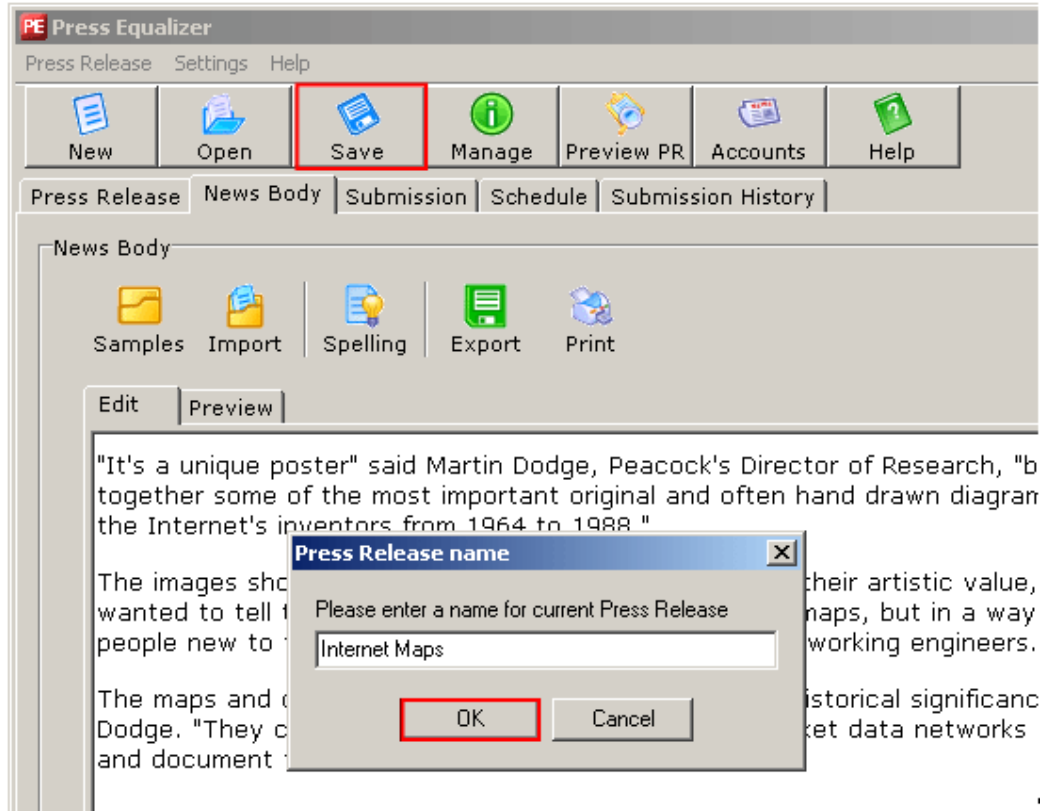


Figure 20: Saving the press release (step 1/2)

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.

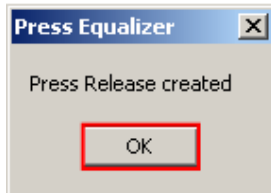


Figure 21: Saving the press release (step 2/2)

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).

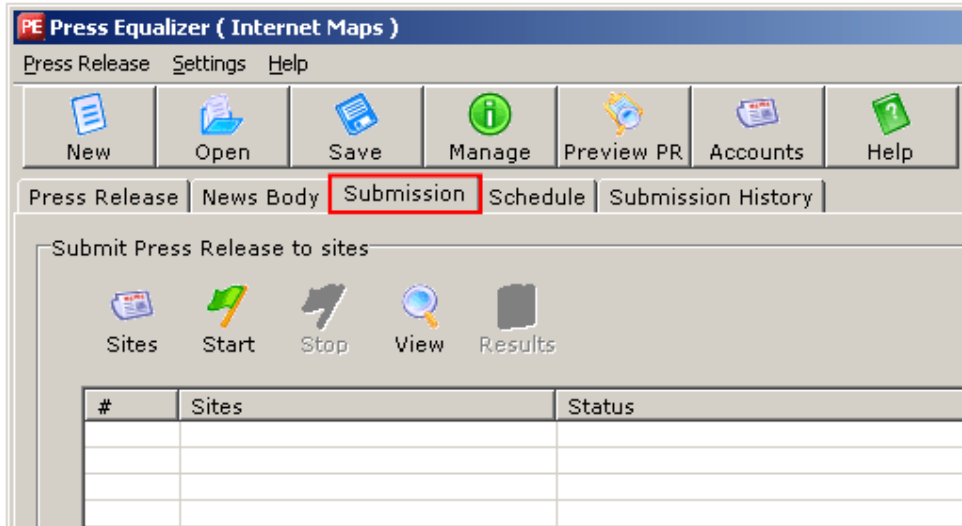


Figure 22: Choosing option submission

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.

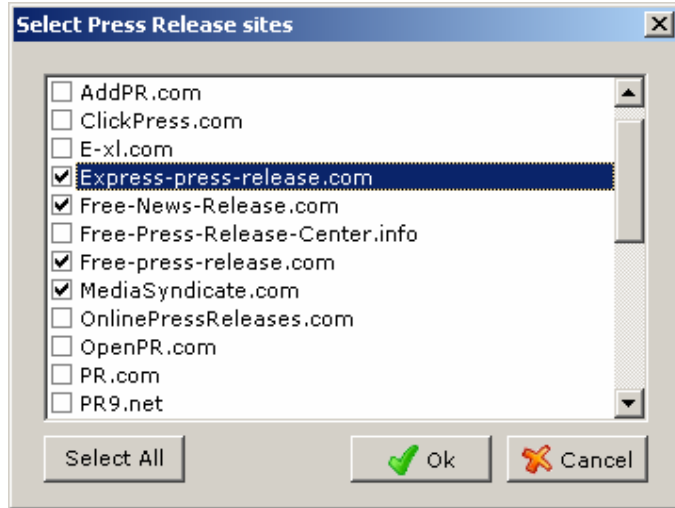


Figure 23: Choosing sites for submitting a press release

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).

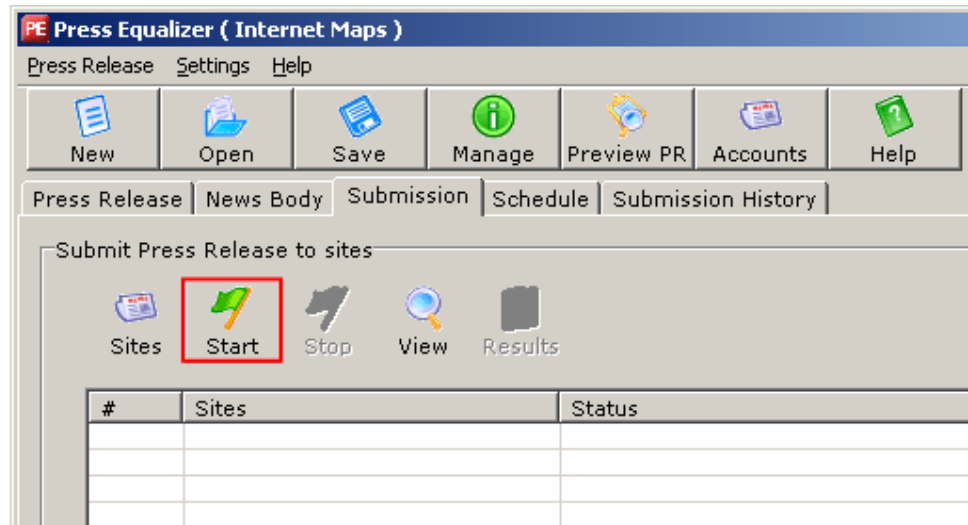


Figure 24: Starting the submission process

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

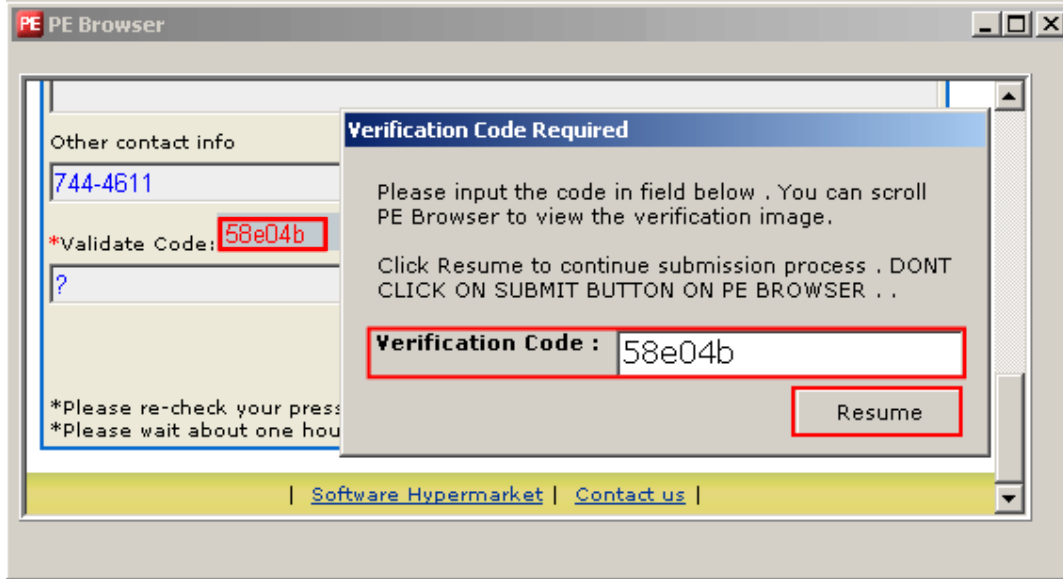


Figure 25: Entering verification code

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.

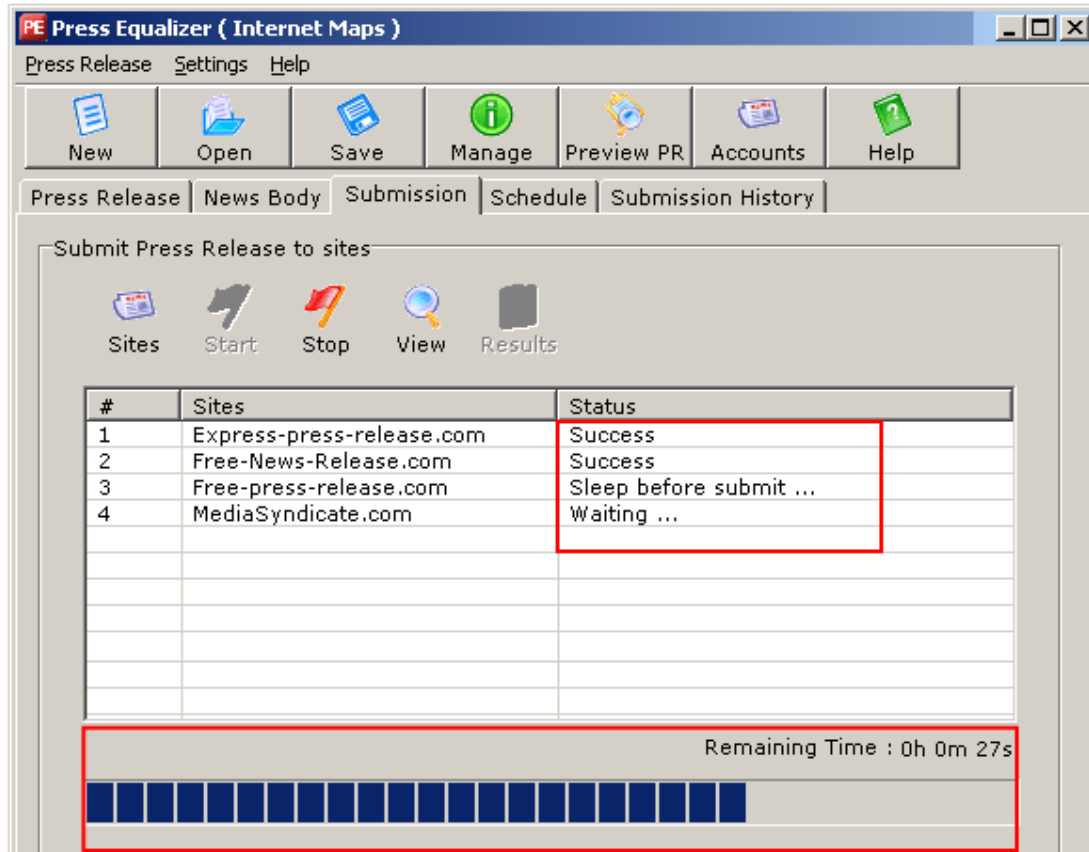


Figure 26: Submitting a press release (step 1/2)

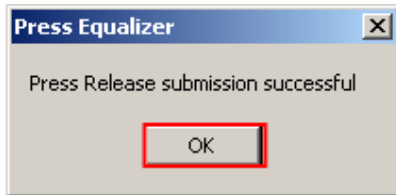


Figure 27: Submitting a press release (step 2/2)

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".

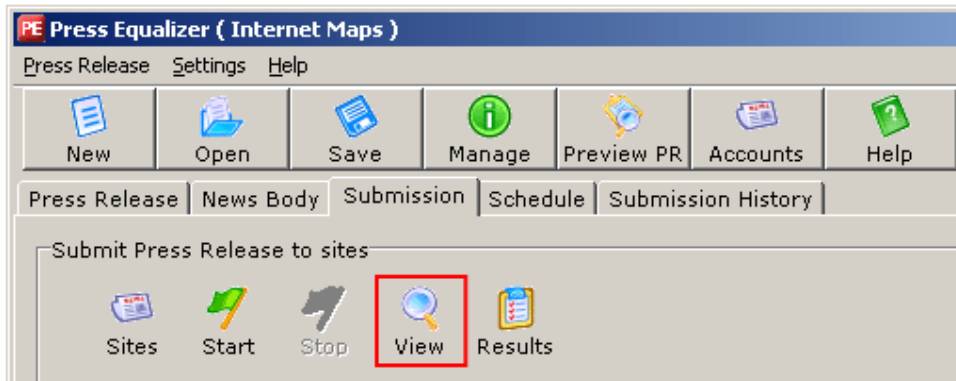


Figure 28: Viewing submission live (step 1/2)

The following screen will be displayed.

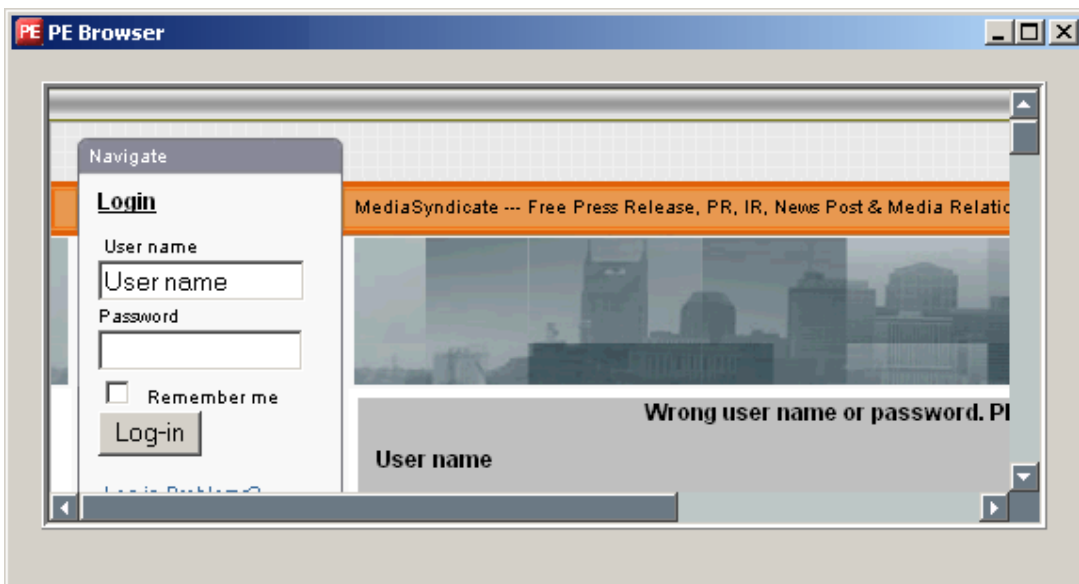


Figure 29: Viewing submission live (step 2/2)

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.

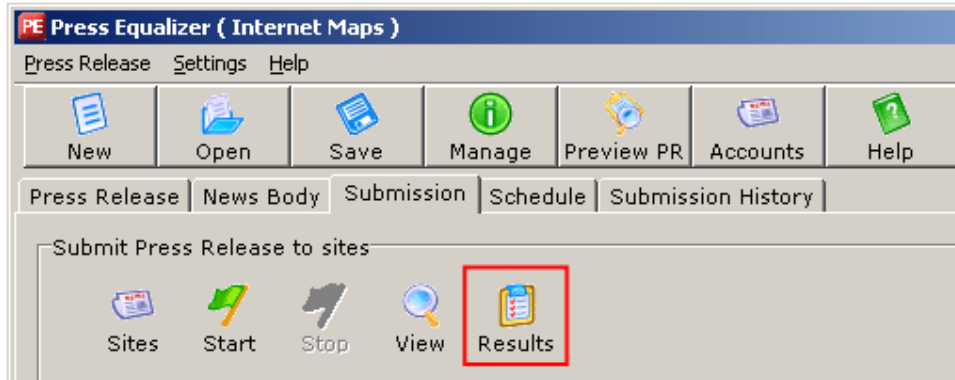


Figure 30: Viewing the results of the press release submission (step 1/2)

The following screen will be displayed.

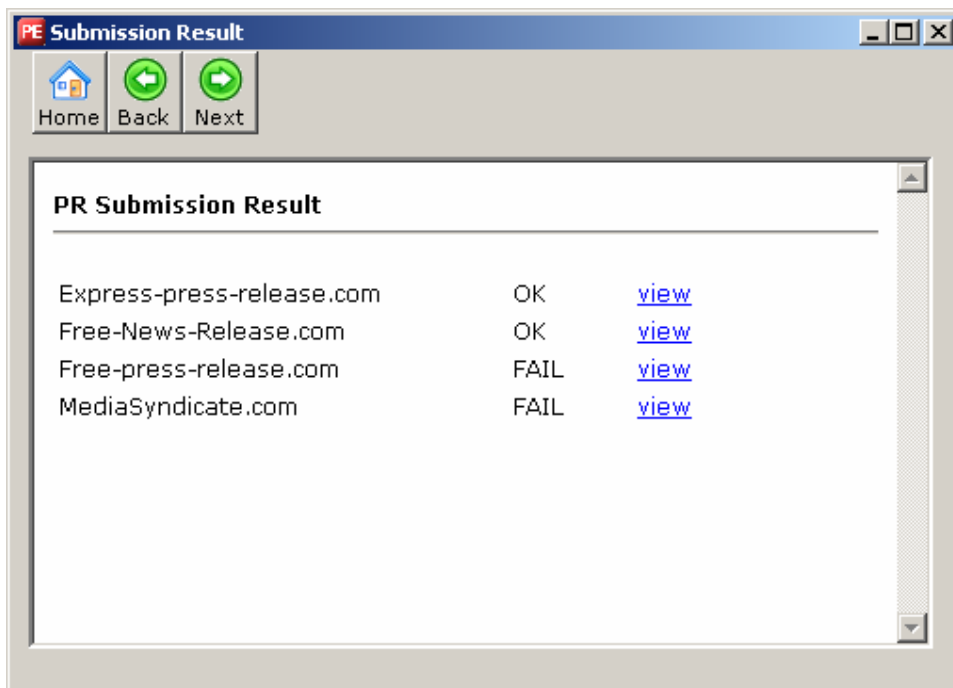


Figure 31: Viewing the results of the press release submission (step 2/2)

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.

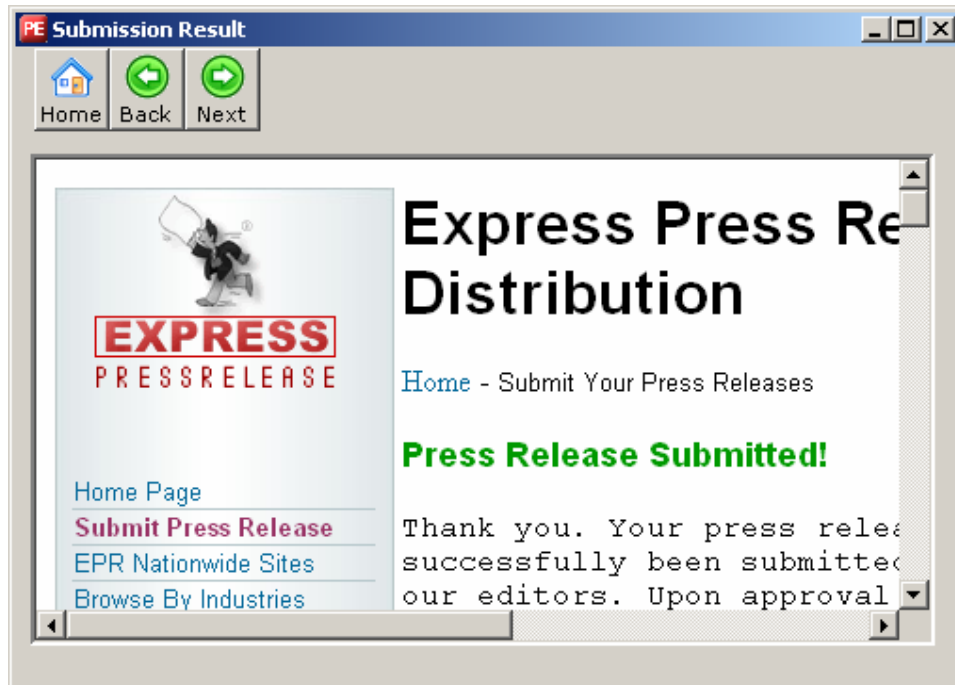


Figure 32: Example of the submission report

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.

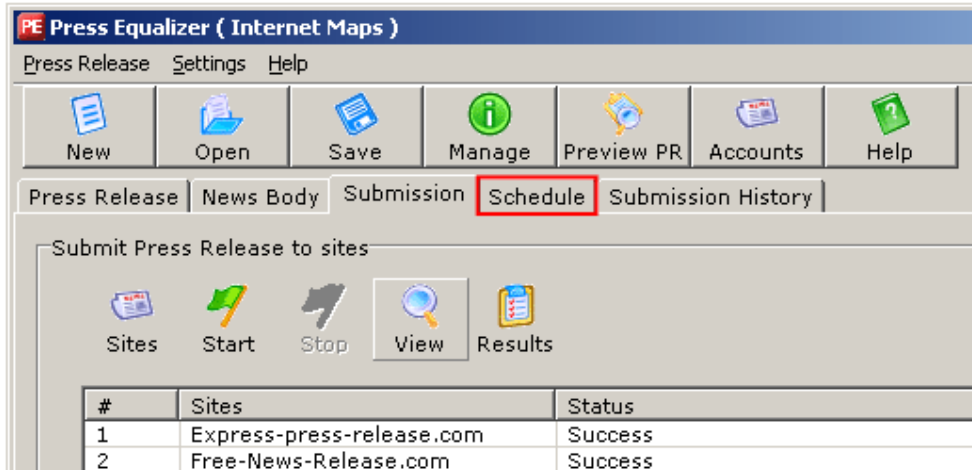


Figure 33: Choosing option “Schedule”

The following screen will be displayed.

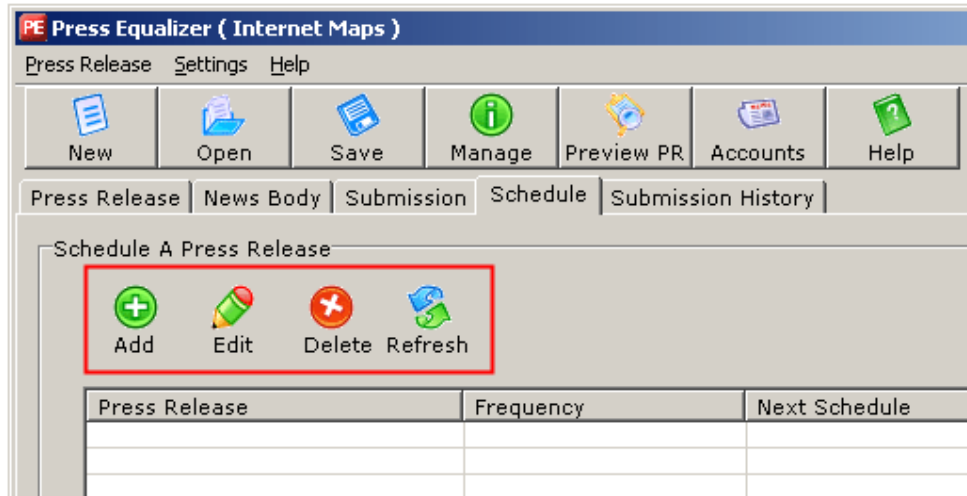


Figure 34: Options for scheduling a press release

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.

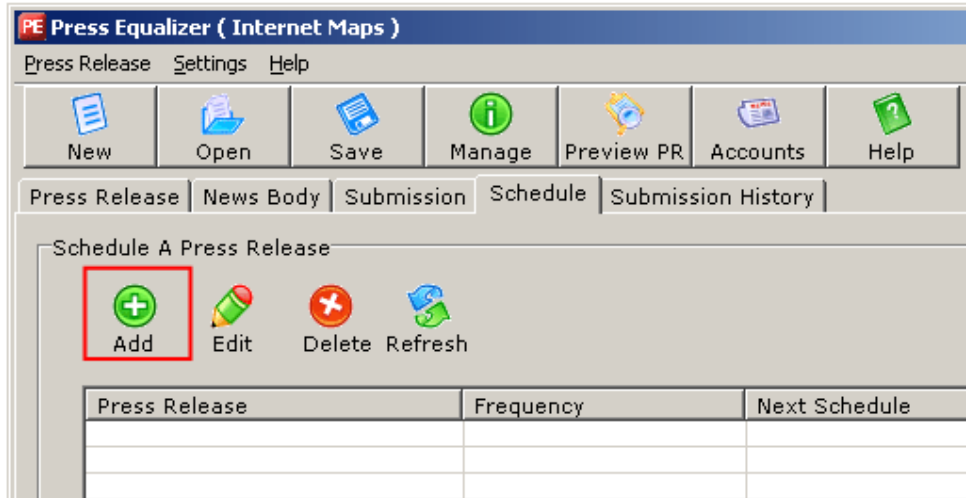


Figure 35: Adding a press release submission schedule (step 1/2)

The following screen will be displayed.

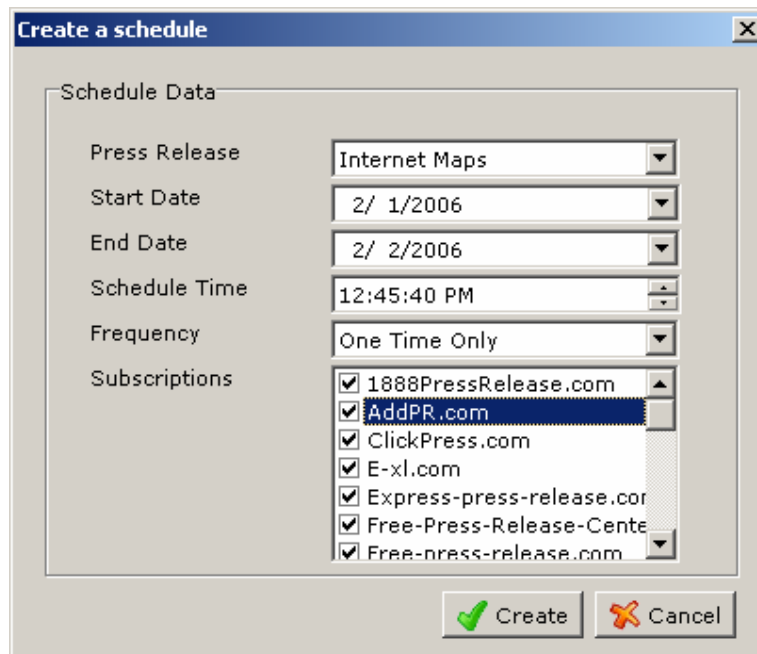


Figure 36: Adding a press release submission schedule (step 2/2)

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
 - 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.

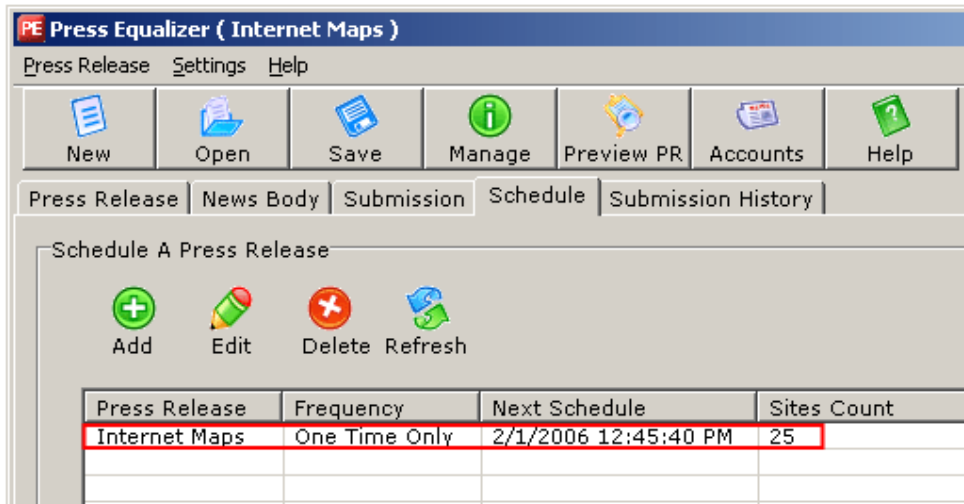


Figure 37: Press release submission schedule created

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.

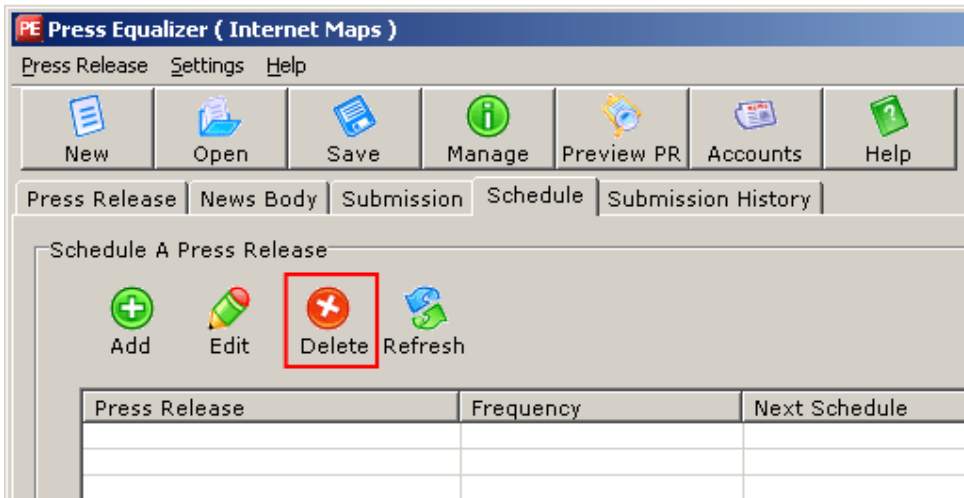


Figure 38: Deleting a press release schedule (step 1/2)

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

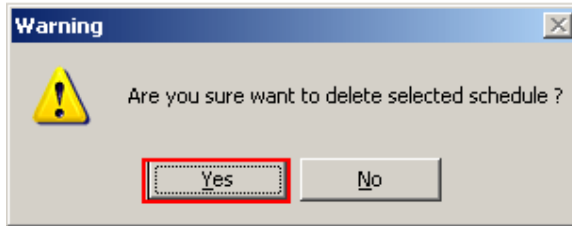


Figure 39: Deleting a press release schedule (step 2/2)

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.

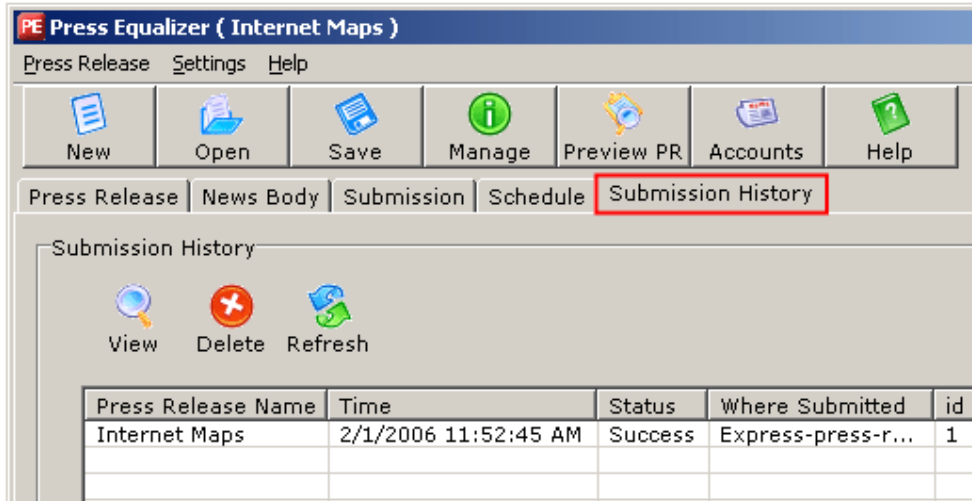


Figure 40: Viewing Submission History

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.

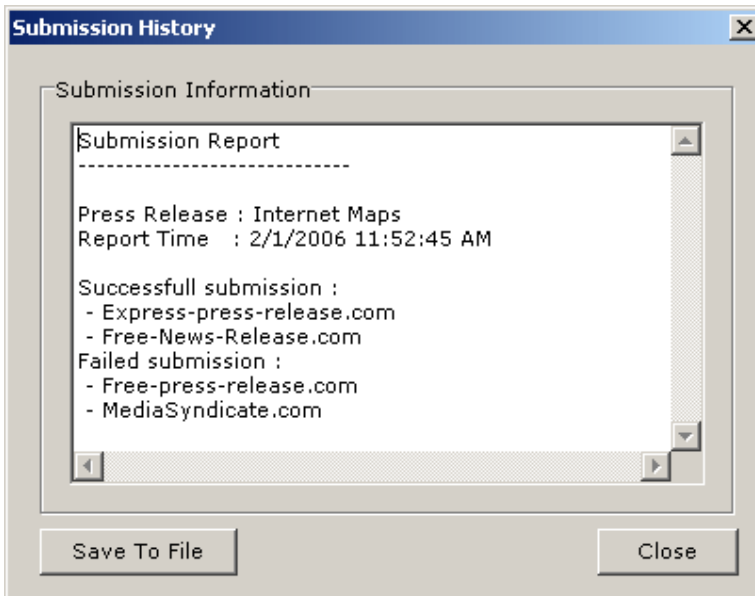


Figure 41: Details of the press release submission

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.

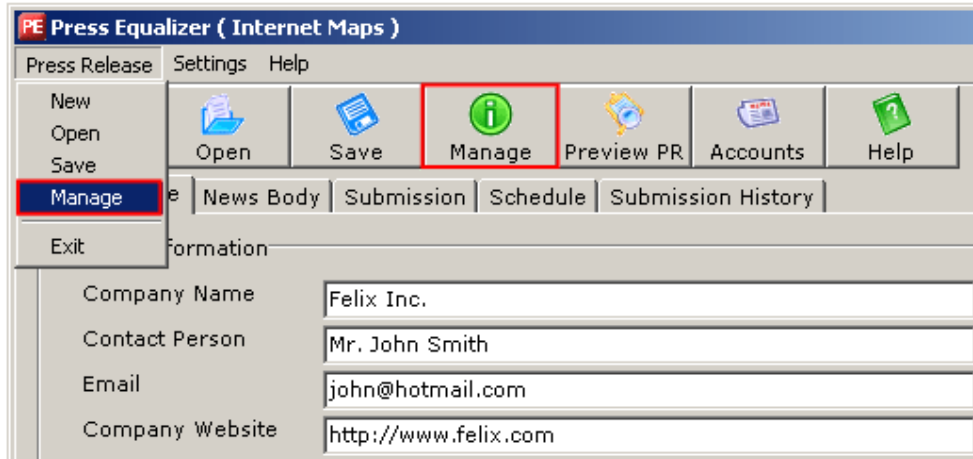


Figure 42: Choosing option "Manage"

The following screen will be displayed

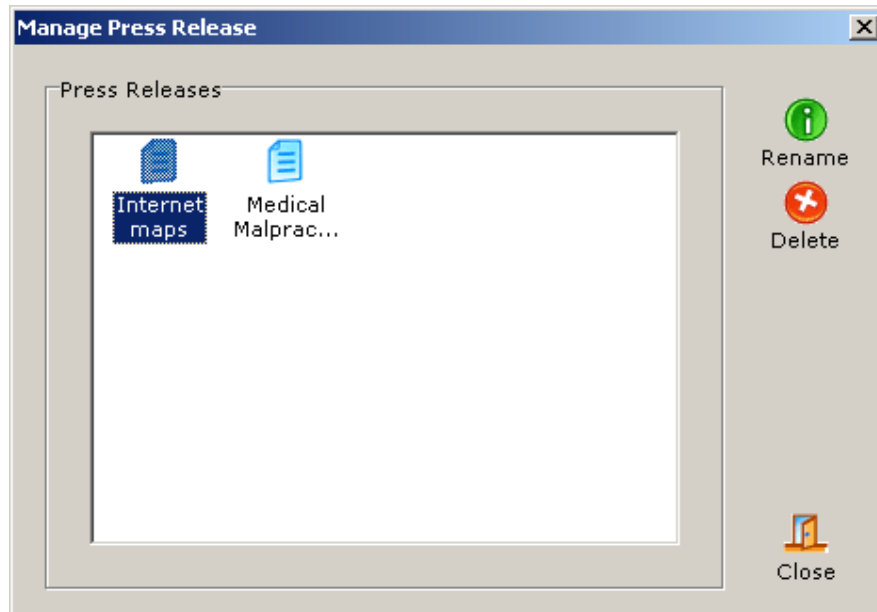


Figure 43: Options for managing press release

- **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.

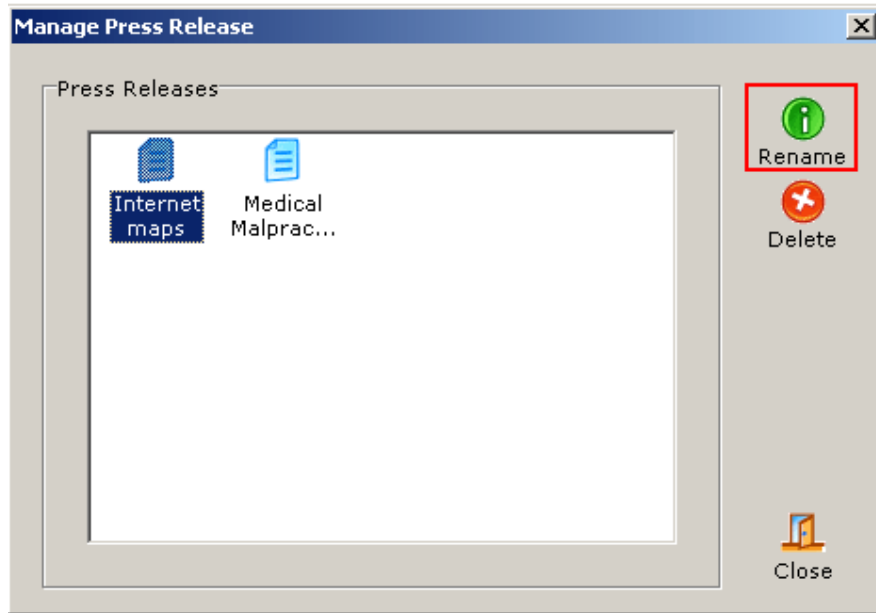


Figure 44: Renaming a press release (step 1/2)

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.

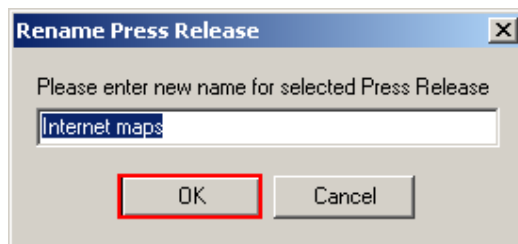


Figure 45: Renaming a press release (step 2/2)

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.

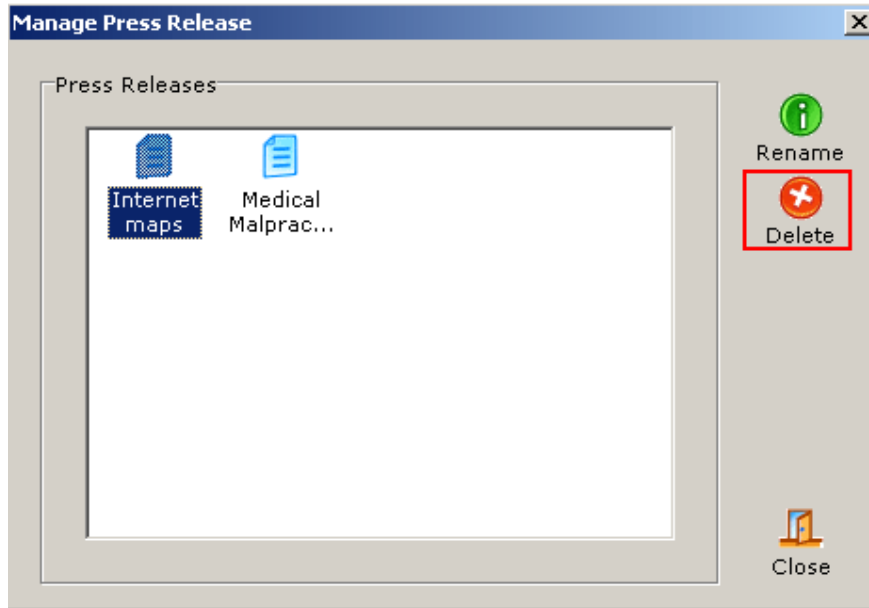


Figure 46: Deleting a press release (step 1/2)

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

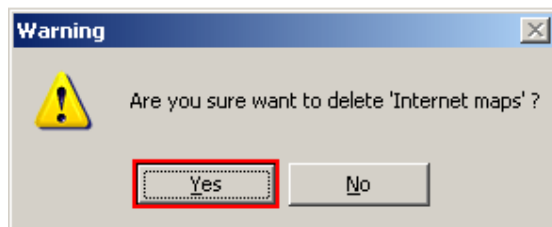


Figure 47: Deleting a press release (step 2/2)

9 PREVIEWING PRESS RELEASE

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

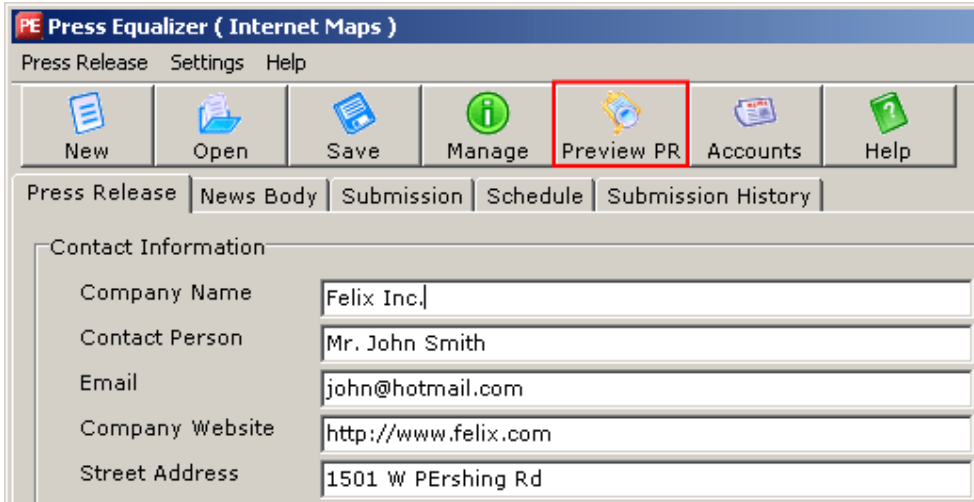


Figure 48: Previewing press release (step 1/2)

The screen with the preview will be displayed.



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.

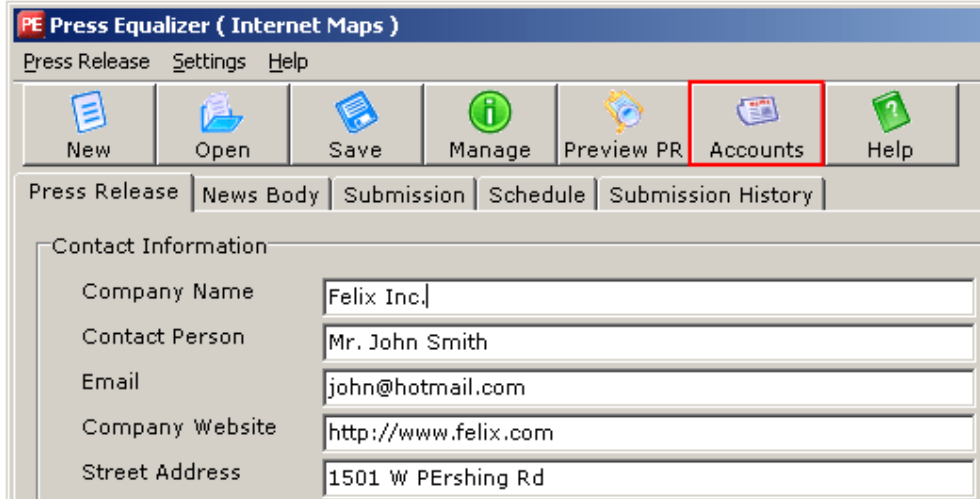


Figure 50: Choosing option "Account" from the toolbar menu

The following screen will be displayed.

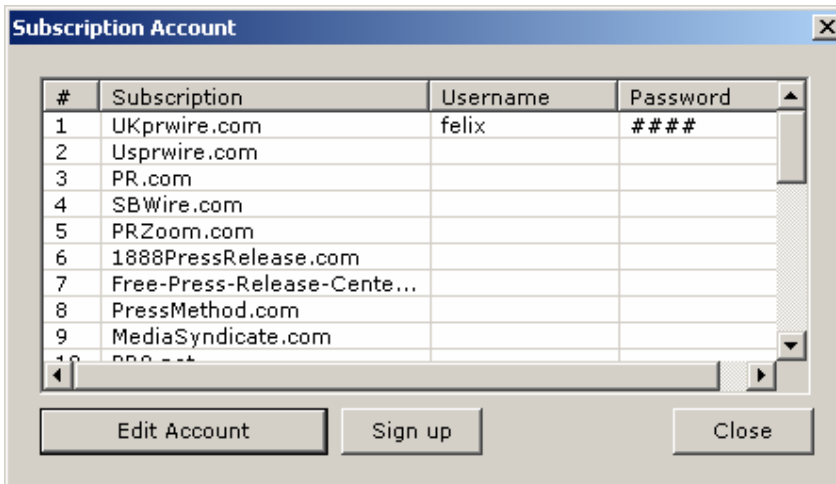


Figure 51: Subscription account screen

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.

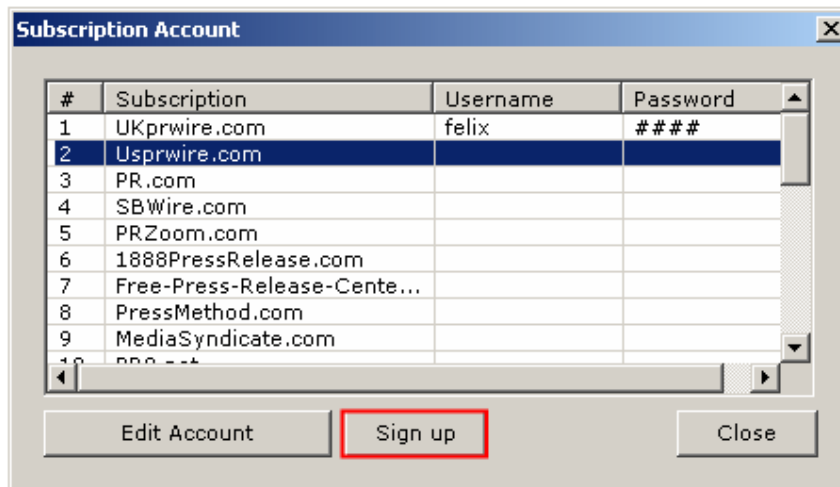


Figure 52: Signing up for a website

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.

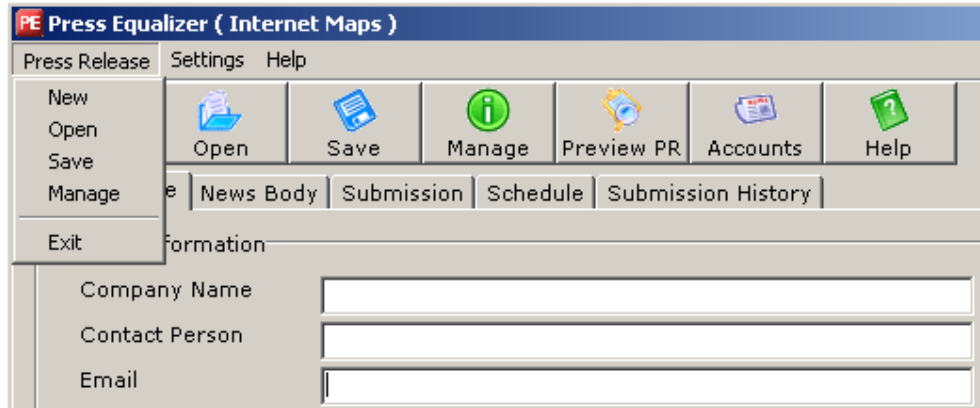


Figure 53: Options inside the Press Release menu

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.

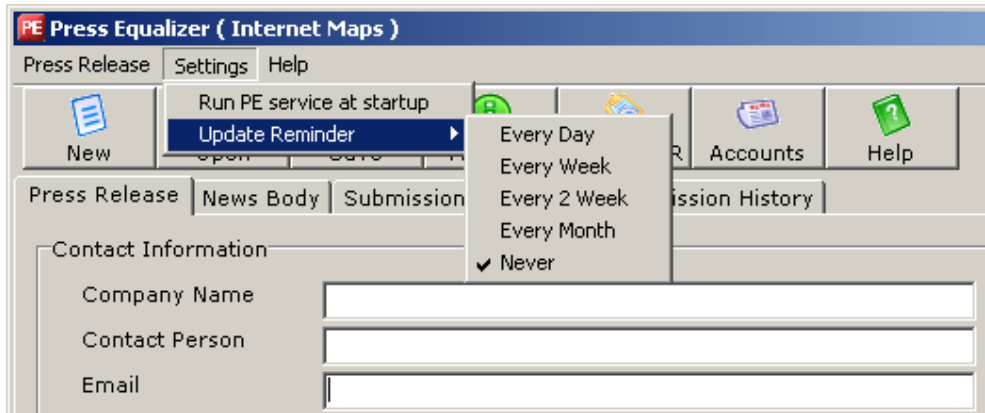


Figure 54: Using settings menu

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