

v2com Guidebook

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1. Your v2com account

1.1 Login

First connection

Access your new account by clicking on the **link** you received in the email with the subject line **Payment Confirmation**.

Update your account information and create a password.

Subsequent Logins

On v2com-newswire.com, click *Sign in*, choose **Customer Login** and enter your email and password.

If you have forgotten your password, click *Forgot Password*.

1.2 Your Account

Top right menu

My Press Kit | My Bills | My Press kit | My Account | English

My Press Kits

In the *My Press Kits* section, you have an overview of all your press kits from newest to oldest. You can sort by *Released* or *Not Released* folder.

For each press kit you will see distribution details and **statistics**.

My Invoices

Access your quotes and invoices at any time in this section.

My press kit

At any time, you can change:

- your information
- your notifications
- your password

Download alerts are linked to each press kit individually. To change the contact who receives the download alerts, you need to edit the press kit concerned.

2. Required material

2.3 The choice of project

The media are looking for novelty and originality.

News or events

If your press kit is about announcing news or events, be sure to issue your press release a **few days/weeks before** the official date. Journalists like to have a bit of lead time to prepare their stories. It is possible to use the embargo option if the news is to remain confidential until it is released to the public.

If it has already been announced, make sure you issue your press kit no more than a few days later, otherwise the news will be of less interest to the media.

A project

If your press kit is about the unveiling of a project, then you can distribute it based on different criteria.

- The **project completion date** must be as recent as possible, a maximum of 2 years for a residential or private project and 6 months for a commercial or institutional project.
- Regardless of the date, the project must be **exclusive** and must not have already been widely published. Distribution on your social media and some local publications may be accepted.
- The project must present **original** elements so that media will want to share it with their audience.
- The material (press release and images) must be of **professional quality**. Beautiful images and good text will greatly contribute to the media's interest in publishing you.

A product

If your press kit is about the unveiling of a product or collection, then you can distribute it based on different criteria.

- The unveiling of the product should be as recent as possible, ideally even a little **before the public launch**, so that the media can have time to prepare their article and unveil the product launch in advance;
- Regardless of the date, the product should be **as new as possible**, and should not have already been widely published;
- The material (press release and images) must be of **professional quality**. Beautiful images and good text will go a long way to attracting media interest.

Always **contact us prior to the release** of your press kit, or during the preparation of your material, to discuss the details of the news/project to ensure the best possible impact.

2.2 The press release

A press release is an official document **written for the media** (newspapers, magazines, online publications) providing information on a given topic.

Be objective and factual

- A press release is a document written for the media presenting objective, fair, accurate and **factual information**;
- A press release is a **neutral** text; not an article, not a sales pitch, not a promotional text, not the content of a website, not the text of a contest submission;
- Do not use promotional, poetic or subjective language; avoid words such as best, extraordinary, incredible, successful, impressive, etc., as much as possible;
- Always write the text in the **third person**;
- It is preferable to keep the style simple and clear, with short sentences;
- Any press release must have a minimum of **journalistic interest**. Ask yourself: *Why this media would want to publish it? What is the main message I want to communicate?*
- Keep in mind that journalists are looking for two things: **the new and the unpublished**.
- The order should not be random; the elements should be addressed in **order of importance**, from most important to least important.

The structure of the text

A press release should be well structured to meet the needs of the media. The recommended length is **between 400 and 800 words**, but there is no minimum or maximum length if the information provided is relevant and useful.

The title

- Must be **short** (a few words are enough, a full sentence is not necessary) and **catchy**;
- Must represent the project, story or subject in a clear and simple manner. Don't be vague or poetic, be direct;
- Can be limited to the name given to the project;
- **Do not write the words in all capital letters**. Do not use text formatting.

The subtitle

- Optional. The subtitle can complement your title;
- Do not repeat information already present in the title or in your first paragraph;
- The subtitle may be longer than the title and should express a complete idea;
- **Do not capitalize words**. Do not use text formatting.

The summary

- A first short, catchy paragraph that clarifies the **essence** of the information;
- More than an introduction, the summary alone should resume all the press release;
- The aim is to spark interest and encourage journalists to keep reading;
- Include the famous **Who, What, Where and When**.

The body of the text

- Expand on the details of the news or project by describing **how and why**.

- Sentences and paragraphs should be short and concise: one paragraph for each main idea; break long sentences into several short sentences to maintain clarity.
- We strongly recommend using short, concise subtitles to divide your news release into **several sections** for ease of reading (lower case and bold).
- We recommend to use one or two **quotes** to support what you are announcing; this can be useful when you need to communicate a rather personal or subjective comment.
- Do **not write** words or groups of words all in **capital letters**.
- Add a conclusion at the end of your press release.

The Data Sheet

Press releases presenting projects or products should end with a data sheet; provide **practical information** and mention the **collaborators** involved in the project or product concerned. Here are a few examples (choose only those relevant to your project, or add items not shown here):

For a project

Official Project Name	Landscape Architect
Location	Suppliers
Client	Lighting Designer
Architects/designers	Project sector
Project Manager	Budget
Design team	Project completion date
Collaborators	Photographer
Engineers	Etc.

For a product

Product name	Photographer
Collection name	Uses
Materials	Designer or design team
Treatments	Product launch date
Color	Suggested price
Options	Details
Dimensions	Etc.

About your company

- It is important to include a summary **presentation** of your firm or **company** at the end of your news release so that readers can learn more about your work and career path.
- Write "About [name of your company]" in bold.
- 1 or 2 paragraphs maximum
- Always write the text in the third person.
- You can talk about awards or distinctions you have received but avoid mentioning the publications that have published your projects. Remember that you are talking to journalists who will not want to know that you have already been published.

The sections '*For more information*' and '*Media Contact*' are independent sections and you will be able to add them directly on the platform. Don't include them in the 'Press Release' section unless you add other contacts.

The symbol -30- will also be added automatically.

Examples on v2com

For examples, we invite you to browse the [v2com](#) newsroom and read press releases that present projects similar to yours. You can also use the search tool.

To get the best results, we strongly recommend that you hire a professional writer to write or edit your press release. v2com offers writing and translation services. Contact us for more information: info@v2com-newswire.com.

2.3 Images/videos

Images

Images must be of **professional quality** and in **high resolution**: 3D, photographs and plans. We also recommend adding a team portrait or a principal partner.

- Minimum **10"** (the shortest side) at **300 dpi**
- Accepted formats: **JPG, JPEG, TIF and TIFF**
- If the press kit is in TIF or TIFF format, you must compress it into LZW format
- Maximum recommended size of each image: 50MB
- The image must not contain any additional layers, channels, alpha layers or paths
- Image must be in RGB 8bits/channel
- The colour propress kit must be embedded
- The press kitname must not contain accents or special characters.

Examples of resolutions:

2" x 3" at 300 dpi = low resolution (rejected)

4" x 6" at 300 dpi = medium resolution (accepted under certain conditions)

9" x 13" at 300 dpi = high resolution (recommended/mandatory)

15" x 19" at 300 dpi = very high resolution (ideal)

Videos

Videos must be embedded with the *iFrame* code of an online video on **Youtube** or **Vimeo**. Videos cannot be added in mp4 or any other format.

We recommend using public and password-free videos.

2.4 Attachments

Attachments are documents in **PDF format** that provide additional information

- Descriptions, various texts, appendices
- Long data sheets
- Press releases in other languages

- Additional plans or technical drawings
- PDF presentation document of the press kit

3. Configuring your press kit

3.1 Accessing the configuration page

To set up a new press kit, login to your **v2com account**, click **My Press Kits** and select *Not Released*. Choose the first kit (lowest number) if you have more than one, and click the blue **Edit press kit** button.

All sections to be completed are marked with a **red exclamation mark (!)** when incomplete, and a **green check mark (✓)** once complete. Please ensure that all sections are completed and marked with a green check mark before asking us to put the press kit online.

You can send the link of this configuration page to a colleague who does not have a v2com account. (E.g. to your photographer or graphic designer to add images).

All information is automatically saved when you click outside the field.

The configuration of your press kit includes 4 tabs.

General information

This section is for your information only. No fields to be completed.

In this section you will find the terms and conditions applicable to your kit, including the maximum number of images you can include (e.g.: 20), number of videos, publication restriction or embargo options.

3.2 Edit settings

Click tab **1- Edit settings**

Follow the steps and read the recommendations carefully.

Some examples:

Language

Careful! By default, the distribution of your press release is bilingual. If you have only one language (French or English), uncheck *My release is in English and French* and select the language: *English or French*. All other languages can be added as PDF attachments.

Location of the project or company

When entering the first letters of the city, please make sure to select the corresponding name from the **drop-down menu**. Do not copy and paste. Contact us if your city does not appear correctly in the press kit preview.

Categories

The main category is not more important than the other categories. They will all appear in your press kit. Just make sure you select the **relevant categories** and topics that match your press kit. This selection is very important in order to reach the appropriate media related to your news. v2com reserves the right to modify the categories without prior notice.

For example: Do not include 'furniture' if your project is a residential interior design that includes furniture. Check 'furniture' only if it is a furniture design. Always ask yourself: could a media outlet interested in this category publish my project?

Country

All countries are checked by default. If a few countries are missing at the very end, it is because you purchased your package when our network did not yet include media in those countries. You can check them off.

We recommend that you always send your press kit to all countries. However, in the case of local news, which does not concern international media, only one country can be checked.

Publication restriction (if applicable)

Indicate the person responsible for authorizing or denying requests for publication.

Embargo (if applicable)

Indicate the date and time of the lifting of the embargo, when the press kit will be made public and accessible to all. Don't forget to account for time zones.

3.3 Editing the press release

Click tab **2- Edit the press release**

Cover image

Select an **eye-catching image** that will be the main image in your folder. The cover image that will appear on the newswire, in the media feed and in the newsletter. This image should ideally be among the downloadable images.

Title

Choose a **catchy and concise** title. For example, you can simply indicate the name of the project. If your press kit is not bilingual, please translate your title or simply copy and paste your title into the other language box and we will take care of the translation.

The title should **not be all capitalized** and should not have any punctuation at the end.

Subtitle

Optional. You can include a sentence that adds detail to the title or summarizes the news. Punctuation is standard.

Press release

Please copy and paste your press release without any formatting into the *Press Release* box.

Do not include the date at the beginning of your press release. It will be added automatically when it is put online.

3.4 Editing images/videos

Click tab **3- Edit images/videos**

Images

Click the **Image Management** tab

- Download high-resolution images depending on your package (1, 20 or 60 images).
- Adding **plans and technical drawings** (if applicable) is strongly recommended.
- The resolution will be displayed below your images when you click 'Preview' in your press kit.
- Once the images are uploaded, add a caption for each image (if applicable) and the **photo credit** (mandatory).
- **All images must be free of copyright** to be used by the media (or contact us to find out more about publication restrictions).
- If you wish to replace any image(s), you must:
 - copy and save your captions and credits elsewhere
 - delete the image by clicking the red X
 - refresh the page
 - add your new image
 - rewrite your captions and photo credits

Videos

Click the **Manage Video** tab

We only support videos hosted on **YouTube** and **Vimeo**.

On a computer, under the video, click Share (or the airplane symbol), and look for the integration code that begins with <iframe> and ends with </iframe>. Copy and paste the code into the attached text field and click Submit.

3.5 Submit your press kit

Verification

Once you have completed your press kit, make sure that all items are checked off in green and that there are no red exclamation marks.

Click *Preview* (language of your choice) and check the entire kit.

Completed press kit

When you are ready to submit your press kit, **click** the green **Completed Press Kit** button. We will receive an email alert. Check your completed press kit carefully and post it on the newswire. If there are any changes or errors, we will contact you.

Putting it online

You can put it online on the date of your choice. Please advise us if your press kit is completed but you want the online posting to be done later.

Please allow approximately 24 hours for verification and uploading once your press kit is completed.

Modification

You can modify your press kit at any time after release. However, each modification involves taking your press kit offline while the changes are being made. It is therefore strongly recommended that you do not make any major changes in the first few days, because that is when the majority of the media will access your press kit. For a minor change during this period, contact us and we will make the change while keeping the press kit online.

We remain at your disposal throughout the process. Contact us at 1-514-845-1188 or by email at info@v2com-newswire.com if you have any questions.

4. After the release

4.1 Sharing your press kit

Targeted mailing

The targeted media mailing always **follows the posting within minutes/hours**. It can also be on Monday morning if the press kit was released on Friday after 11:00 a.m. (unless specified otherwise). The media related to the selected countries and categories will receive your kit in a personalised email. Depending on the project, countries and categories selected, between 3,000 and 7,000 journalists will receive your materials.

The newsletter

Your press kit will be shared in the newsletter **the following Wednesday**. It is sent to nearly 55,000 journalists and professionals.

The **submission deadline** for each week's newsletter is **Monday at 3:00 p.m.** Some press kits may be carried over to the following week's newsletter if the maximum number of news items is reached. We will treat complete press kits as a priority.

Social media

Your press kit is shared on all our platforms: Facebook, Twitter, LinkedIn, Instagram and Pinterest, depending on the type of news or images.

We suggest you share your press kit with your own networks.

Your contacts

We provide a tool for sharing your press kits with your contact lists (media or professional). In your account, select your press kit and click '**Send your press kit to your contacts**'. Your contact lists remain confidential and for your exclusive use at all times.

Separate the addresses with commas and choose the display language (English or French).

The recipient will receive the introduction of your press kit by email (similar to the targeted media mailing). If you wish, you can add a personalized message. The email is sent individually to each contact, reducing the risk of being flagged as spam.

4.2 Your statistics

For each press kit, you always have access to your distribution **statistics** via your v2com account.

You will have access to the:

- Media who have seen your press kit
- Media who downloaded your press kit
- Media who have seen and clicked on your press kit via the newswire, newsletter and targeted mailing
- Number of impressions and clicks. Please note that your public press kit can be seen by a potential client, a design professional, any other person who follows v2com or who subscribes to our newsletter.

Read these very important statistics in the first few days following the release, and then on a weekly basis. After two months, you should have a good idea of the overall impact. Your press kit always remains available, and it is not unusual for a project to be downloaded several months later.

4.3 Media Monitoring

Once your press kit is uploaded and sent to the media, the first downloads will begin. Most downloads occur in the first few days but can stretch over several weeks or months.

Media monitoring, commonly referred to as press clipping, is generally conducted online through direct searches or Google Alerts. Certain digital publications and PDFs may also be accessible.

We offer a media monitoring service. Contact us for more information.

It is also possible to add press relations, i.e. personalized follow-ups with the media, in order to increase your impact or to target specific media. To find out more, contact us.

4.4. Sharing your coverage

After a few weeks, you will start to see articles appearing. It is very important to share your coverage on your social media and website (Media, Press or News section, for example). We also suggest you share your press kit on your website for media who are discovering you and would like to have quick access to your press material.

For any questions, contact us!

v2com, your partner for media success!

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