

Photos and Video for PRWeb Press Releases

Including photos and/or video in your press release is a good idea, as it is more likely to catch the attention of journalists. When a press release goes beyond text, and includes photos and/or video, it is considered a multimedia press release.

PRWeb allows you to include photos and video, increasing your odds of exposure. The following information will guide you in your creation of a multimedia press release.

When should a company include photos with their press releases?

Every time a press release is sent. Press releases with multimedia receive more views.

What kind of photo should be included?

The best photograph to include with your press release is one relevant to the story. Try to avoid photos that are branded, especially ones with logos. This can be a major turn off for journalists.

When including photos featuring people, be sure that you have their permission, and that they are listed in the photo caption. State “Left to right...” with a list of those featured.

Are photo captions necessary?

Yes, photo captions are necessary. If you take a look at your local newspaper, you may notice that some news stories simply consist of a photo and a caption. Often, the photo and the caption are more likely to make a news story than the whole press release. Make sure you include photo credit details to acknowledge the photographer (when appropriate).

How many photos should I include?

Include as few as necessary to get your story across. You may want to consider adding a note to editor via email that states: “Additional photos available upon request” to ensure that you don’t clog anyone’s inbox.

What if I don’t have any good photos?

Hiring a professional photographer can be helpful if your company is seeking press coverage, as professional, high quality photographs are more likely to be picked up.

Photo specs

Try to include photos that are at least 300 dpi.

How to create photo cutline

A cutline is a caption that goes with the photo that is included in your press release. Photo captions and cutlines are the most read body type in publications. When

creating a cutline, it should describe what is happening in the photo, the company's name, the people's names and popular industry words. This will allow for greater search engine optimization (SEO).

Do I need to include photo credits?

It is very important to include photo credits when for news story. A lot of work goes in to making an image, and crediting the photographer for his work is extremely important. A photo credit can be added at the end of a press release, above the photo, and can be as simple as: *Photo credit: John Doe*

How do I include a video in my PRWeb Release?

Use them embed code of the video that is on a publicly hosted video site such as YouTube, Yahoo, Video or Vimeo. Share this code and/or link when sending your PRWeb press release.