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## Palm Beach Business

Delray's Online Business and Community Newspaper

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## A Public Relations Guide

By Palm Beach Business

Delray's Online Business and Community Newspaper

**W**e want your news. Palm Beach Business is a community newspaper and you are our community. We've assembled a few general guidelines intended to help you get your news published, and a few specifically for our Calendar Page. Our most important rule: When in doubt, send it. We'll sort it out. Got questions on any of this? Give us a call or shoot us an email.

Send releases or queries to **David Sedore**.

Our email address is: [editor@pbbusiness.com](mailto:editor@pbbusiness.com).

Our street address is: **653 NW 46<sup>th</sup> Avenue  
Delray Beach, FL 33445**

Our phone number: **561 450-8258**

**Palm Beach Business [www.pbbusiness.com](http://www.pbbusiness.com)**

## We Want You — Getting Your News in Palm Beach Business

**W**e want your news, big items or small. Submissions are free, and don't necessarily have to be a polished form as long as the information presented is accurate. Give us the facts, a contact name, and we'll do the rest.

**What we're looking for:** Feature suggestions on local businesses or business people, or "hard" news tips about what's happening in Delray Beach and South Palm Beach County.

Everyday news such as local businesses expanding; awards and honors (either individual or corporate); community involvement, including fundraising for local charities; events (see our calendar guidelines); people news — new employees, promotions and retirements; transactions — sale or purchase of a business; a move or additional location; real estate transactions or other deals.

We prefer that shorter items be sent in the body of an email rather than as an attachment. It's not mandatory, but it makes it easier for us to handle your items. Send as .doc files, not PDFs.

**What we're not looking for:** Items that are purely opinion about a business or a product. We do, however, encourage commentary on the news.

**Photographs:** It's never a bad idea to send pictures with your press releases. Have an event? Send us the pictures and we'll be happy to run them. Please include accurate cutlines (correct spelling of names and in an identifiable order) and a description of the event itself.

We do ask if possible that head shots be sent in a low resolution format and other photos (group shots for example) in a medium resolution format.

**Columns:** We're always looking for experts willing to write on topics of interest to the community. It's a great way to establish yourself as an expert in your particular field and build links to your website. Call or send us an email if you're interested.

## Calendar Listings Guidelines

1. All listings are free as a public service.
2. Events should be open to the public or the general membership of an organization (no board meetings for example).
3. We don't list seminars primarily intended as sales pitches.
4. If you're an organization with a regular meeting date and place, let us know and we'll continue your listing indefinitely. If you have a specific program or speaker for a particular date, we will update your listing with that info.

We can also include your organization in our club listings, complete with a link to your website.

If you change your meeting date or place, or if you cancel a particular meeting (because of a holiday, for example) please let us know.

5. Send event notices at least two weeks in advance. But the more lead time the better. We can list events as much as a year in advance.
6. Please include a contact name with the information.

**Note:** Like everybody else, we get tons of email and things occasionally fall through the proverbial cracks. If you don't see your event on our calendar page, send us a reminder or give us a call.

If you have any questions, feel free to give us a call or drop us an email.

**Our phone number is 561 450-8258.**

**Our email address is [editor@pbbusiness.com](mailto:editor@pbbusiness.com).**