



PSAI Guidelines for Press Releases and Ads

Press releases will be run free on a space-available basis. Releases from member companies will be given priority if space is at a premium. Press release guidelines:

- 400 words or fewer
- Fact/news-based
- Press releases deemed to be advertising will be discussed with the person/entity submitting the copy. They can either be re-submitted in an edited format that meets PSAI standards for free press releases or they can be submitted as paid advertising. Customary ad rates and discounts will apply.
- The PSAI reserves the right, without liability, to edit any press release for length and to reject content that does not meet its standards. See more information in the disclaimer section at the end of this document.

Examples:

{Company} Announces the Release of {Product}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Corporation} is proud to announce the launch of {product}, a {brief description of the product} that will {basics/aims of the product}.

The product will {more details about what this product will do, added benefits to previous versions/rivals in the market}.

{Quote from someone high-ranking involved with the product – highlighting the impact it will have/why they made the product}.

{Additional technical information/details regarding the product's features}.

{Pricing and availability information}

{Boilerplate}

{Press Contact Information}



{Company} Announces {Findings}

FOR IMMEDIATE RELEASE

{City, State} – {Company/Corporation} conducted {format of research} which found {findings}. This will {Brief description of what/who will be impacted by this}.

{Quote from an important individual from the project describing why this research is important/why they conducted this/possible future ramifications}.

{Additional detailed technical information about the findings and the research methods conducted}.

{Boilerplate}

{Press Contact Information}

{Company/Employee} Wins {Award Name} Award for {Year/Month's} Top {Category}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company/Employee} was awarded the {Award Name} on {day} for outstanding {Category/Accomplishment}.

{Brief information about what the award is and what it's for and who it's awarded to historically (what industry, etc.), how the award is decided}.

{Quote from individual from the company talking about how they're grateful and what they stand for}.

{Information about the organization/individual that led them to win the award}.

{Boilerplate about winning Company/Employee}.

{Press contact information}

{Name} Appointed New {Designation} of {Company}

FOR IMMEDIATE RELEASE

{City, State, Date} – {Company} has announced the appointment of {Name} as their new {Designation}.

{Major achievements about individual – previous designation/any awards/expertise in field}.

{Quote from the individual talking about what they want to achieve with the company, how they intend to serve}.

{Any additional details regarding the individual and post – what the job may entail}.

{Boilerplate}



Advertorials are paid article-length items giving information about a product in the style of an editorial or objective journalistic piece. Advertorials will be run on a mutually agreeable date determined at the time the space is purchased. Advertorial guidelines:

- 1000 words or fewer
- Banner at the top will disclose that the article is a paid advertisement
- The advertorial may not state, suggest, or imply that the product or service is endorsed by the PSAI
- The PSAI reserves the right, without liability, to reject content that does not meet its standards. See more information in the disclaimer section at the end of this document.

Example of advertorial without accompanying ad:

ADVERTORIAL

Is Your Mattress The Problem?



How to get a good night's sleep, without harmful chemicals

Children who breathe faster than adults, are especially vulnerable to chemical exposure.

Every night, we lie down with minimal clothing for a seemingly good night's sleep. But in reality, while lying on a conventional mattress, we are breathing in and absorbing through our skin a range of chemicals from synthetic materials—chemicals that can disrupt our sleep cycles and negatively impact our health.

Our mattresses emit gases from a toxic brew of components used to create them. From the polyurethane foam used in the padding to fire retardants and other additives, conventional mattresses continue to release chemicals in gaseous form long after they roll out of the factory. Even after they have finished off-gassing, the chemically based construction of a conventional mattress provides an ideal environment for dust and dust mites, whose excrement is the #1 trigger for asthma attacks.

And get this. You know those white labels on a mattress that say, "Do Not Remove"? Incredibly, the law actually allows manufacturers to include potentially hazardous chemicals in your mattress without disclosing the fact on any label.

But if a true list of ingredients were available for conventional mattresses, it would likely include TDI (a common component), a known carcinogen, which can cause respiratory ailments such as bronchitis and asthma.

In addition, liver damage and breathing problems have been linked to vinyl chloride monomers, another common mattress material.

The list goes on. Unfortunately, it is highly unlikely that you would be given information about any of these chemicals from a manufacturer of conventional, synthetic mattresses.

The Natural Alternative

One of the most significant actions we can take to reduce our exposure to toxins and improve our overall health is to make changes to the one household item that is in direct contact with our bodies for one third of our lives—our mattresses.

There are more ways than ever to sleep better and wake up pain-free on a natural, organic mattress," says Ben McClure, president of

Gardner's Mattress & More, in Lancaster, PA.

"Many people like me, are in search of a natural sleep system. I was shocked to learn that toxic emissions from mattresses are a major source of daily pollution in our lives," says McClure.

An all-natural, organic mattress is free of potentially harmful chemicals. Instead, natural materials like latex are used. Latex is naturally hypoallergenic and resistant to dust mites, making it ideal for allergy sufferers.

Also, latex is antimicrobial, inhibiting the growth of bacteria, mold and mildew, which can cause asthma and respiratory distress. No synthetic materials are added to provide these benefits.

All latex used in our natural mattresses is from the sap of a rubber tree, which can yield latex for up to 30 years. When a tree is done producing latex, it is taken down and turned into furniture. A new tree is then planted in its place, thus making latex a sustainable bedding component," says McClure.

What's the difference between an organic mattress and a conventional one? Organic mattresses are crafted from natural materials. Conventional mattresses are made mostly of artificial materials from nonrenewable sources, such as plastic and other petrochemicals," says McClure.

Do organic mattresses come in different firmness? Yes, there are two main types of organic mattresses: Natural latex rubber and innerspring. Both styles are available with varying firmness options to suit anyone's sleep needs," says McClure.

What To Look For

When researching natural, organic mattresses, look at these areas:

1. Visit a store that carries the top certified natural and organic brands, including Savvy Rest, Plana Sleep, Pure Latex Bliss and Vi-Spring. Each of these manufacturers crafts bedding that is safe and sustainable," McClure recommends.
2. Try out a new mattress for at least 15 minutes. Lie down in various positions, to simulate a night of sleep. Look for a store that offers a clean pillow to test out. We offer the only Dream Room, where you can spend 15 minutes to 4 hours resting or even

ADVERTORIAL

sleeping on a mattress, with 100% sanitary linens, blankets and pillows so people can truly "test drive" any natural bedding," says McClure.

3. Protect yourself by missing on a strong guarantee. "I know people are tired of sleeping on a worn-out, chemical-laden mattress. That's why we give every customer 365 nights to sleep on it and return it for a refund if it doesn't deliver the sleep you want," says McClure.

If you're not sleeping well or you're worried about toxic chemicals in your bedroom, consider this: The two things in life you spend the most time on are work and sleep. How much of your remaining hours on earth do you want to waste losing sleep on an uncomfortable, chemical-laden mattress? That's a question that many are asking.

Now Explore Your Options

"To help *Natural Awakenings* readers make the right choices, we're offering a package of 4 Free Gifts for a limited time," says McClure.

Readers may bring this article to the Gardner's Mattress & More location to see the latest natural, organic sleep systems and claim the following gifts:

- **FREE Gift #1: All-Natural Latex Pillow (\$40 value).** You get this just for visiting the store. There's no obligation to buy anything. Here's why this is important: A good pillow is essential to your health, because it can gently support you in a healthy sleep position while providing comfort to your neck and shoulders.
- Doctors and chiropractors agree—nearly all neck and back problems are made worse by improper sleeping habits and bad or worn-out pillows. The All-Natural Latex Pillow, reserved and waiting for you, is filled with soft, 100% natural latex.
- Fact: About 10% of the weight of a 2-year-old pillow is actually dust mite droppings—excrement. With one big exception: Dust mites hate natural latex pillows, like the one waiting for you to pick up at Gardner's. (Ask why when you visit—the answer will surprise you!)

- **FREE Gift #2: Natural Latex Mattress Guide (\$9.95 value).** Inside, you'll discover little-known facts about how men and women are sleeping better on Natural and Organic Latex Mattresses—waking up energized and more productive—and why ignoring problems with your current mattress can lead to depression, permanent health problems, and even damage family relationships.
- **FREE Gift #3: \$200 Savings Voucher,** good toward the purchase of any Natural Organic Mattress in our store. This special \$200 discount is not available to the general public. It's only for you, as a reader of *Natural Awakenings*.
- **FREE Gift #4: FREE DELIVERY (\$50 Value).** Be one of the first 11 people to purchase a natural or organic mattress this month and you will receive free delivery with any purchase that totals \$499 or more.

To see the difference that natural and organic sleep systems have made in people's lives is nothing short of miraculous," says McClure.

Freelance writer Kevin Douglas is based in Minneapolis.

FREE READER'S GIFTS

As a reader of *Natural Awakenings*, you are entitled to 4 FREE GIFTS by visiting our store and answering three simple questions. Bring this coupon (code: LB0416) to Gardner's Mattress & More to receive:

- **FREE Gift #1:** All-Natural Latex Pillow (\$60 value); 2nd is 50% off
- **FREE Gift #2:** Natural Latex Mattress Guide (\$9.95 value)
- **FREE Gift #3:** \$200 Savings Voucher on an Organic Natural Mattress
- **FREE Gift #4:** Free Delivery on any purchase \$499 or more (\$50 value)

Bring this coupon to the store at 830 Plaza Blvd. in Lancaster (behind Park City Mall, next to Varscoy Jewelers). There's no obligation to buy anything—just answer three simple questions. Your Readers' Gifts expire Apr. 30, 2016.

Gardner's Mattress & More • 830 Plaza Blvd., Lancaster, PA 17601
Phone: 717-459-4570 • Online: www.GardnersMattressAndMore.com



Example of advertorial with accompanying ad:

TEST DRIVE: 2014 TOYOTA HIGHLANDER

A wide stance, high riding hood and a fresh driver-in-mind interior make the new 2014 Toyota Highlander a memorable test drive.

After making the 2014 Highlander try and over the drive of HomeScreen, it's easy to say that this new redesign from Toyota does not disappoint. There's enough room inside for the whole family, and all the gear that Colorado women need in order to take on our great state's landscape. With a new powerful 3.5L V6, 8-speed automatic transmission and AWD capabilities, the new Highlander means like a completely different car than its earlier models. The grille is larger and reminiscent of the Land Cruiser, while the interior is infused with a more natural, leather-look luxury, making a step away from its sporty past.

After jostling through the bumps, our non-drive seat immediately picked out the bumps the right to be the most advantageous and important for the women of our great state High state.

Favorite Features for the 2014 HIGHLANDER

THE HOME SCREEN: HomeScreen gives you complete control over your in-dash touch screen, making the Home Screen truly customizable for the latest level of interaction and the highest level of information.

THE THIRD ROW! An all-weather removable cargo cover with extra depth in the rear, more leg room, making the rear and a spacious delivery were go together.

PROGRAMMABLE AUTOMATIC TAILGATE: A single button which allows you to adjust the height to which the rear door opens. This can make it's easier to reach for the driver family members and also easier to grab your groceries while doing low hanging garage doors.

HEATED AND COOLED SEATS: Kick off or warm up to leather seats with the touch of a button. Heated lower and center, another example of all-terrain.

VERIFIABLE VAGUE TRIMMING INTELLIGENCE: Now that you've decided to correct wrong or go HomeScreen you want your vehicle power with the increase of attack. Inside the instrument cluster driving system will enable drivers to keep the vehicle up to speed with the flow in general. It's a flexible.

LET'S GET THE JOURNEY STARTED

The Best discoveries are the ones we can share, the ones where the journey is just as fun as the destination. The 2014 Toyota Highlander, with seating for up to eight, advanced luxury and stylish design, is eager to help you explore. Let's live life to the fullest with every trip, no matter where we're headed.

The 2014 Toyota Highlander

PEDERSEN TOYOTA
4455 S. College Ave.
Fort Collins, CO 80525
888.591.0784
PedersenToyota.com

TOYOTA | Let's Go Places | **HIGHLANDER** | Pedersen TOYOTA

Paid advertising typically includes art and copy designed to promote a company's products or services. Advertising will run on a mutually agreeable date determined at the time the space is purchased. Advertising guidelines:

- Ads are due no later than 5 days before the date of publication for *Association Insight* and by the advertised due date for other PSAI publications. Ads submitted later will be included if possible but are not guaranteed.
- Ads must be submitted in sizes published by the PSAI in its annual Visibility Kit.
- The advertorial may not state, suggest, or imply that the product or service is endorsed by the PSAI
- The PSAI reserves the right, without liability, to reject content that does not meet its standards. See more information in the disclaimer section at the end of this document.



Examples of ads:

Innovative solutions for all your hygienic needs.

DRACO
WWW.DRACO.COM

Phone: 909.933.1000
E-Mail: info@draco.com
716 S. Bon View Ave.
Ontario, California, 91761

WALEX

PORTA-PAK **MAX**

NEW!

When service requires maximum performance, go for the super-concentrated formula of new **PORTA-PAK MAX** holding tank deodorizer.

✓ 50% more color ✓ 50% more odor control ✓ Double the fragrance

Just Drop It In... TO THE MAX! **800.338.3155** www.walex.com

Disclaimer: The PSAI reserves the right, without liability, to reject, omit, or exclude any press release, advertorial, or advertisement for any reason at any time, whether or not such a submission was previously acknowledged, accepted, or published. Proposing firm/agency shall not submit content to the PSAI that is discriminatory in matters of sex, race, religion, color, national origin, gender identity, age, physical handicap or other improper basis, or advertising that contains derogatory comments about the firm's competitor organizations, products, systems, or services. Firm is responsible for securing the rights to publish images included in content submitted.