



ANTIQUES And The Arts Weekly

Press Release Guidelines

1. Please do not submit an “email blast” in lieu of an actual press release.
2. Include “who,” “what,” “when,” and “where” in complete sentences; “why” and “how” when applicable. In auction articles, prices achieved should include the buyer’s premium. For best results, follow styles in our paper for similar articles (pre- or post-sale auction news, gallery openings, museum exhibitions, etc).
3. We don’t suggest word limits; use as many words as needed to tell the story. However, overly long articles will be edited for brevity and if the submitted release is too short, we may not be able to use more than one photograph. Avoid abbreviations and jargon. All stories are subject to editing and rewriting for accuracy, clarity, conciseness and space considerations. *Antiques and The Arts Weekly* will review and consider each submission but does not guarantee the publication of submitted information.
4. If quotes are used, make sure they are attributed. For example, “The collection has never been to the market before and is among the finest remaining in private hands,” said John Q. Auctioneer.
5. Unless part of an attributed quote, avoid superlatives and hyperbole. The words “beautiful,” “lovely,” and “incredible” should not be used. The word “rare” should, fittingly, be used rarely.
6. Please e-mail three or four high resolution (about 1MB) color jpegs along with your article (six to eight jpegs if submitting a post-sale auction report) Include a brief caption matched to the jpeg name so images are not incorrectly identified in publication. Example: DSC_844.jpg- William Trost Richards, “By the Cove,” oil on canvas, 30 by 36 inches.
7. Include a **press** contact name and phone number, with area code. Also, give a telephone number to be published so **readers** may call for further information. Include your website if applicable.
8. Indicate the town/city and state the event will take place (or took place), not where the press release was written.
9. Please capitalize only proper nouns and the beginning of sentences.
10. Send **one** copy of the press release, with attached images as appropriate, via email to antiques@thebee.com, attn Laura Beach. Word docs or pdf formats are acceptable or text may be cut and pasted into the body of the email.
11. The press deadline is **the Friday before publication date by 10 am, but the earlier received the better.** To ensure our readers have adequate time to make plans to attend auctions, shows and events, we recommend pre-show or pre-auction news run about two weeks prior to an event, so the article should ideally be submitted to us at least three weeks prior to the event. All text, images, and captions should be submitted together.
12. Post-sale auction reports should be sent to us within two weeks of the sale, the sooner the better. An immediate email or a call notifying us of a spectacular price realized at auction, by Monday noon for weekend auctions, is appreciated and might result in an auction “teaser” story in that week’s paper.

Editor

Antiques and The Arts Weekly

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