



## TPW Writing Services Order Form

What is the full name of the contact person for this press release?

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What is the contact person's phone number and email? (*These may be printed by the press, so please do not include private, personal numbers.*)

Phone (      ) \_\_\_\_\_ Email \_\_\_\_\_

What is the topic of this press release (*choose only one*)

- an event
  - a company or web site launch
  - a product/DVD release
  - a personal appearance (including signings, dancing or TV/Radio interviews)
  - business news from an existing company, including new employee(s) or change in business focus, adding an affiliate program, etc.
  - company/performer has won or is nominated for an award or honor
  - company/performer has reached a "milestone"; an anniversary, sales goal, or birthday
  - other? (Please explain in your own words.)
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What is the full URL of your web site? \_\_\_\_\_

FOR BUSINESSES: What is the name of your company?

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FOR BUSINESSES: What does your company do? Are you a toy manufacturer or a production company? Please give us a brief description of what your company is about.

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If you are an adult performer, please list your stage name and any affiliations or credits, (are you a contract star for a company? Do you have a recent title that has released, or an award/title that you have won that you would like to mention.)

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FOR BUSINESSES: Please include any awards, titles or industry designations that are applicable, or your company "tag line" or motto.

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## THE PRESS WIRE

FOR BUSINESSES: Where is your company located? Please enter only City and State of your company location.

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FOR APPEARANCES AND EVENTS: What is the full name of the club/place and the address of the location with city, state and zip code. If it is available, please include the phone number of the location, especially for Gentlemen's clubs, so fans can check on potential show time changes.

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Optional phone # (      ) \_\_\_\_\_ extension \_\_\_\_\_

FOR BUSINESSES: Who are the principals involved with your company? Please provide the names of the company owners, any marketing or publicity people and your sales reps. If applicable, use your "nom de Porn", your name that you are known by in the adult industry.

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What is the full date of your event, appearance, launch of your product/web site or company? Please use the form April 1, 2009, so there is no question what date you mean. This will also be used to determine what the "Dateline" of your press release is.

Day \_\_\_\_\_ Month \_\_\_\_\_ Date \_\_\_\_\_ Year \_\_\_\_\_

(Please remember that The Press Wire Editors' Desk requires a minimum of 72 hours in lead time to create and format your press release before the date that you would like your press release to be distributed to the adult media. Additionally, event or appearance news should be submitted to the press a minimum of 48 hours before the date of the live event. (See **Writing Services** and **Writing Tips** for more information.)

FOR EVENTS AND APPEARANCES: Please provide the opening and closing times for the event, including AM/PM designations. If you are signing or announcing a dancing engagement, please give the times that your fans can see you at this location/event or your full dancing schedule for this club/event.

**Event hours:**

Day \_\_\_\_\_ Time open \_\_\_\_\_  AM  PM

Closes \_\_\_\_\_  AM  PM

**Dance dates show times:**

Day \_\_\_\_\_ Show times \_\_\_\_\_

Day \_\_\_\_\_ Show times \_\_\_\_\_

Day \_\_\_\_\_ Show times \_\_\_\_\_

FOR PRODUCTS AND DVDS: Please provide a full description of the item, as well as the full name/title, any information on specific features of the item or the packaging and where it is available for sale. Please also include the name and contact number of any distributor(s) of your product or title, so retailers or others purchasing wholesale may order it, if that is applicable.

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# THE PRESS WIRE

## Distributor information:

Company \_\_\_\_\_ Sales Rep \_\_\_\_\_

Contact email or phone \_\_\_\_\_

FOR EVENTS OR SIGNINGS: Please include the names of performers or other celebrities scheduled to appear and any sponsors or event coordinators that you would like to mention.

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For events please choose ONE:

- This is a PRIVATE event
- This is an INDUSTRY ONLY event
- This is a PUBLIC event

FOR EVENTS: What is the admission price, and any applicable discounts or special pricing, and where can people get tickets/passes.

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FOR EVENTS: Please include any give-aways and prizes you will have available for guests that attend. Also mention any amenities that are available, including bottle service or valet parking and if you are planning on having VIP guest lists or press lists.

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FOR EVENTS: Please include the date and time that the VIP/Press list closes, formatted such as April 1, 2009 at 5:00 PM. Please include if there is any need for special camera passes, wrist bands or any other special identification needed for entry on your special invitation lists.

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## QUOTES SECTION:

This section of the **TPW Writing Services Order Form** is where you enter whatever information you want the public and other industry professionals to know about the news you are releasing. Your quotes should be relevant to the rest of the information in the press release, yet provide more information and let your own personality show while telling the press and public about your product/event or appearance.

You can add hype to quotes, however we do suggest that you not make it sound like a complete sales pitch. The **TPW Editors' Desk** will use your quotes as you write them, straight from the PDF form, so please make sure that what you want to say is complete and correct. We will call for any clarification that we need, and we will provide spelling correction and grammar editing, unless you tell us explicitly not to edit your quotes.

Please enter the full name of the person being quoted. \_\_\_\_\_

## THE PRESS WIRE

FOR BUSINESSES: Please enter the position of the person being quoted.

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In your own words, please tell us about your product/company/event/award/service/web site.

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Choose only one:

- I do not want spelling and grammar editing on my supplied quote
- I do want spelling and grammar editing on my supplied quote.

FOR PERFORMERS: In your own words, please tell us what you would like your fans to know about your appearance/signing/interview.

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Choose only one:

- I do not want spelling and grammar editing on my supplied quote
- I do want spelling and grammar editing on my supplied quote.

OPTIONAL SECOND PERSON QUOTED:

Please enter of the name of the second person being quoted.

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In their own words, please tell us what they have to say about your company, product, service, website, etc.

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Choose only one:

- I do not want spelling and grammar editing on my supplied quote
- I do want spelling and grammar editing on my supplied quote.

# THE PRESS WIRE

## Finishing up:

This section is the “meta” section of the press release. Here we will ask you to include things such as a public contact email and other information that the press should know. Since this section is often made public if the press outlet posts your press release in its entirety, this section should include only information that you do not mind being in the public domain. TPW does not take responsibility for any “spam” or other unwanted solicitations or for any problems of privacy, posting your email in a press release may generate. See **Legal Disclaimers** (<http://thepresswire.com/legal-disclaimers>).

Are you willing to give interviews to the press?  Yes  No

If you will do an interview, who should the press contact to arrange an interview with you?

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What is your email address so the press may contact you?

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FOR EVENTS AND APPEARANCES: What information does the press need that has not been addressed above?

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## For businesses:

Do you provide review kits of your products?  Yes  No

For web sites, will you provide a free press access account for a review of your site?  Yes  No

Who should the press contact for review product or press access to your website?

Name \_\_\_\_\_ Phone or email \_\_\_\_\_

We're done! That should be all of the information TPW's Editors need to provide you with a professionally crafted press release. Since our editors are adult industry veterans, some of the information we ask for above may already be familiar to our editors, however we ask that you provide the information just in case anything has changed or you have added additional information that may not yet be common knowledge. If everyone knows about it, it isn't news!

Please start choosing your five artwork selections to accompany your press release.

See **Submission Tips** (<http://thepresswire.com/wire-services/submission-tips>) for file format and sizing information on your photos, as well as tips on what type of artwork is most desired by the press.

Once you have saved all of this information to your PDF and have your artwork together, please go to the **TPW Submit News** form at <http://thepresswire.com/wire-services/submit-news>

Please remember that you will not receive a draft copy of this press release before it is distributed by **The Press Wire**. Any information that you provide in this form must meet that standards outlined in the **TPW Terms of Service** – see **Legal Disclaimers** (<http://thepresswire.com/legal-disclaimers>).