

## Congratulations on your new business, anniversary, or milestone!

To help keep readers updated on the latest local news, we offer the In Business feature to recognize significant business events in the community. Businesses that qualify for an In Business feature will have recently opened in or moved to the area, undergone a change of ownership, added substantial space, or celebrated a milestone year (one or more decades [10, 20, 30, etc.] or 25-year anniversaries).

The In Business feature is not an ad; it's a way to give our readers a quick introduction to what's new about your business. We base the feature off of information you submit through this form. All of the submitted information may not be included and is subject to editing for content. To ensure the most effective announcement, please adhere to the word count guidelines. Also, while we know how proud you are of your business, the In Business

announcement is an editorial feature, so (with the exception of the "You can quote me saying..." section), the announcement will be edited to news standards. For instance, if your entry for "What I really want your readers to know" is submitted as, "We proudly and knowledgeably sell the world's most exclusive, value-added, deliciously irresistible line of that sumptuous goodness once described by world famous cookbook author James Beard as 'the greatest of feasts!' but which we humbly call 'bread,'" what will end up in print is, "We sell bread." Help us help you - stick to simple facts!

For the photo to accompany your submission, we strongly suggest a well-lit interior photo that gives readers a good idea of what they'll encounter when they visit your business. Exterior shots (such as ribbon cuttings) provide little information to the reader beyond

what your sign looks like. You'll make the most of this opportunity with a good, inside photo of some of the business principals and products or service areas.

When you've taken your photo and completed this form, please email them both to [news@shorepublishing.com](mailto:news@shorepublishing.com) with the words "In Business announcement" in the subject line (or click the "Submit via Email" icon below - just don't forget to send your photo, too). We are often able to process In Business features within three weeks of your submission, though available space restrictions may lead to delays. We will confirm receipt of your submission, but due to space constraints and the nature of the news business, we cannot guarantee when we'll be able to run the feature. As the feature is a news item and not an ad, we do not offer proofs or review before publication.

**Business Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Social Media (Facebook, Twitter):** \_\_\_\_\_

Type of business (include products or services you offer; 30 words or fewer):

Reason for In Business announcement (15 words or fewer):

What I really want your readers to know (30 words or fewer):

You can quote me saying... (30 words or fewer - here's where you can make it personal):

Your photo should be submitted as a high-resolution jpeg email attachment. Photos must be taken in portrait/vertical ratio (photo is taller than it is wide). Below, please submit the names of everyone in the photo, from left to right, and the name of the photographer:

**Business Contact, in the event we have follow-up questions.**

**Full Name and Position:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_ **Email:** \_\_\_\_\_