

DIGPU NEWS NETWORK

Digital Interface Group of Publishers

April 2021

MEDIA DECK:

**Press
Release**



HT + DIGPU FEED PACKAGE

The package is recommended for Individual achievement stories or young entrepreneurs. A combination of Indian national and regional online news channels. You can provide us with 02 separate versions of a news story. Publication TAT is 2-3 working days

hindustantimes

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INDUSTRY SPECIFIED PACKAGES



Startup PR News Package

Perfectly designed package for startups companies with low budgets.

Publication TAT: 24-48 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words

Links: Single external link

Image: Single image



Growing Brands News Package

The package is developed for growing startups and brands.

Publication TAT: 48-72 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words

Links: Single external link

Image: Single image



Business News Package

Publication on TOI, Hindustan Times, Zee Business and Business Standard

Publication TAT: 72-96 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words limit

Links: Single external link

Image: Single image





SME PR News Package

Suitable for Small & Medium Enterprises



SME press release news package is developed to help Indian SMEs reach their target audience. The news article will be published on India's top news sites like Hindustan Times, Livemint, Deccan Herald, India Press Release, Outlook India, Zee News, Mid Day among other aggregators like Daily Hunt and Google News

Publication TAT: 72-96 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words limit

Links: Single external link

Image: Single image



Entertainment News Package

Suitable for all Movies, Actors, Models and Musicians



Get your entertainment and lifestyle article published on India's top entertainment and lifestyle-related news channels like Desimartni, Zee News, Mid-day, Bollywood Life, Trendy Bash and DNA.

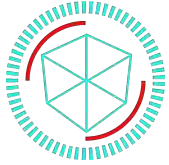
Publication TAT: 72-96 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 600 words limit

Links: Single external link

Image: Single image



Technical News Package

Publication of Tech news and related industries

Publication TAT: 72-96 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words limit

Links: Two external links

Image: 2-3 images

Impressions: 2.5 Million Approx



Finance News Package

Publication of Finance News, Investment and Funding news and related industries

Publication TAT: 72-96 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words limit

Links: Two external links

Image: 2-3 images

Impressions: 1 Million Approx



Health News Package

Publication of Health and Fitness News and related industries

Publication TAT: 72-96 Hours

Weekend Publication: Publication will not be done on weekends or public holidays.

Word Limit: 700 words limit

Links: Two external links

Image: 2-3 images

Impressions: 3 Lakh Approx





DIGITAL NEWS NETWORK



PRESS RELEASE PUBLICATION TERMS & CONDITIONS

The official guidelines for PR news publication on digital news channels are as below. To read our complete guidelines, visit [Content Guidelines](#).

WHAT IS ALLOWED?

- Official company press release from any part of the world
- Brand or product launch, news business tie-ups, events, company achievements, growth stories, award and interviews
- Any Government or semi-government official news or statement.
- Individual achievements, stories on a social cause, public opinions.

WHAT IS NOT ALLOWED?

- News containing unproven statements and non-reproducible figures in revenue statements, financial reports and funding announcements.
- Offensive, defamatory, obscene, abusive, pornographic, abusive, hurtful or personal content.
- Any content which may incite violence or constitute sensitive information that forms a part of the National Security.
- Chit-fund appeals, spam content, or suspicious proposals pertaining to known or unknown entities.
- Content containing criticism against any gender, religion, political party or business competitor.

CONTENT GUIDELINES

- 800 (Eight hundred) words are the maximum limit for PRnews publication on English news channels.
- 1000 (one thousand) word limit for Hindi, Marathi, Tamil, Bengali and any other Indian regional language. You can share a maximum of 02 images in landscape size.
- We do not accept selfies or portrait images. Images that are relevant to the content are allowed. In any case, unrelated images will not be published. The images should be in landscape format. Recommended size is 1200X628 (pixels).
- Image captions are mandatory in case the image contains more than one person. Images with text overlay are not allowed.
- A simple company logo (png) over the image is allowed. Logo Size on the image should not exceed 150x150 pixels.

EXTERNAL LINKS

- You can insert a maximum of 2 external links within the content with a no-follow link.
- A single external link is allowed for the channels that allow do-follow links.
- Links should be authentic like the company's website etc and social media links like Instagram, Facebook etc is not allowed.

Note: We reserve the right to revise the publication pricing anytime at our discretion. Contact your relationship manager to keep up with all updates.



**We have served more than 600 clients successfully
by publishing their brand stories on 400+ online
news channels.**

CONTACT US

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