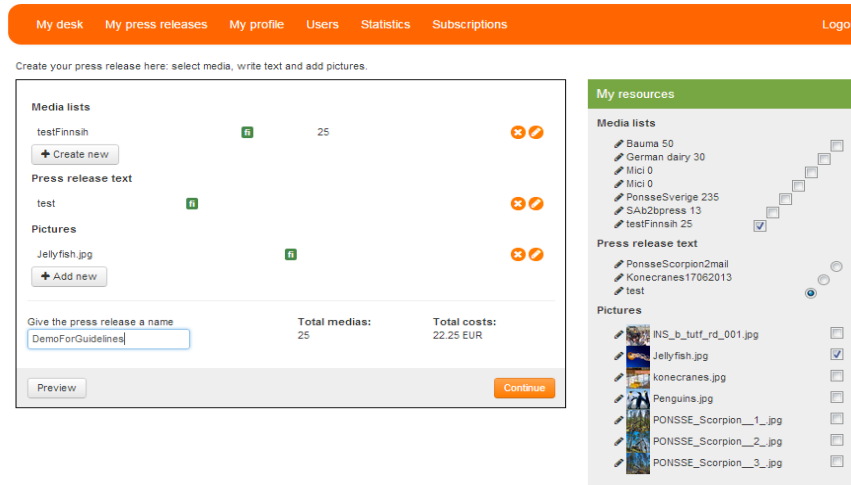


# Краткое руководство

## 1 Регистрация / Войти

Sign up free of charge

## 2 Создайте релиз в Личном кабинете



The screenshot shows the user interface for creating a press release. At the top, there is a navigation bar with links: My desk, My press releases, My profile, Users, Statistics, Subscriptions, and Logout. Below the navigation bar, there is a header: "Create your press release here: select media, write text and add pictures." The main content area is divided into several sections:

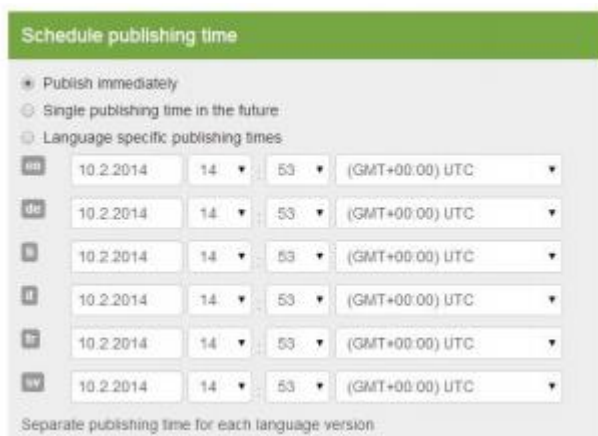
- Media lists:** A section with a "testFinnish" media list containing 25 items. There is a "Create new" button.
- Press release text:** A section with a "test" text entry.
- Pictures:** A section with a "Jellyfish.jpg" picture entry and an "Add new" button.
- Summary:** A section with a form to "Give the press release a name" (containing "DemoForGuidelines"), and summary statistics: "Total medias: 25" and "Total costs: 22.25 EUR". There are "Preview" and "Continue" buttons.
- My resources:** A sidebar on the right showing a list of media lists (Bauma 50, German dairy 30, Mici 0, PonsseSverige 235, SAb2bpress 13, testFinnish 25) and press release texts (PonsseScorpion2mail, Konecranes17062013, test). It also shows a list of pictures (INS\_b\_tutf\_rd\_001.jpg, Jellyfish.jpg, konecranes.jpg, Penguins.jpg, PONSSE\_Scorpion\_\_1\_.jpg, PONSSE\_Scorpion\_\_2\_.jpg, PONSSE\_Scorpion\_\_3\_.jpg).

В Личном кабинете вы можете загружать новые материалы или использовать сохраненные:

- Медиа-листы
- Тексты релизов
- Изображения

После того, как вы выбрали страны и категории СМИ, в разделе Медиа-листы появится список языков, на которых должен быть написан релиз

## 3 Публикация и рассылка:



The screenshot shows the "Schedule publishing time" interface. It has three radio button options: "Publish immediately" (selected), "Single publishing time in the future", and "Language specific publishing times". Below these options, there is a table for scheduling by language:

Language	Date	Hour	Minute	Timezone
en	10.2.2014	14	53	(GMT+00:00) UTC
de	10.2.2014	14	53	(GMT+00:00) UTC
fr	10.2.2014	14	53	(GMT+00:00) UTC
it	10.2.2014	14	53	(GMT+00:00) UTC
tr	10.2.2014	14	53	(GMT+00:00) UTC
sv	10.2.2014	14	53	(GMT+00:00) UTC

At the bottom, there is a checkbox labeled "Separate publishing time for each language version".

Выберите время публикации вашего релиза в зависимости от часового пояса страны, в которой выходит отраслевой журнал. Оплатите картой или PayPal или запросите счёт. Все сохранённые данные отражаются в разделе «Мои PR-кампании»

# Как создать медиа-лист:

## 1 Выберите интересующие страны

Media selection: countries

Africa  
Asia / Eastern  
Asia / Pacific  
Asia / Western  
**Europe / Eastern**  
Europe / Western  
Latin America  
North America  
Worldwide

Albania  
Belarus  
Bosnia-Herzegovina  
Bulgaria  
Croatia  
Czech Republic  
Estonia  
Hungary  
Latvia  
Lithuania  
Macedonia  
Moldova  
Montenegro

Selected countries  
Finland  
Bahrain  
Australia

## 2 Выберите категории СМИ

Media selection: industries 73 media, 64.97 EUR

Search industries

Agriculture, forestry and fishing  
Mining and quarrying  
Manufacturing  
Electricity, gas, steam and air conditioning supply  
Water supply; sewerage, waste management and remediation activities  
Construction  
Wholesale and retail trade; repair of motor vehicles and motorcycles  
Transportation, storage and logistics  
Accommodation and food service activities  
Accommodation  
Hotels and similar accommodation  
Holiday and other short-stay accommodation  
Camping grounds, recreational vehicle parks and trailer parks  
Other accommodation  
Food and beverage service activities  
Information and communication  
Financial and insurance activities  
Professional, scientific and technical activities  
Administrative and support service activities

Selected industries and media outlets  
Accommodation 69  
Hotels and similar accommodation 2  
Spa Concept  
Hoteller

Custom recipients  
editor@journal.com  
b2bsuperstar@media.com  
E-mail address English Add e-mail

## 3 Выберите языки

### Media selection: languages

B2B Press delivers the press releases automatically in the correct language. It is important to provide the news in the language of the media.

Choose here a replacement language if you don't want to translate your

Original language	Replacement language
Danish	Danish
German	German
English	Armenian Azerbaijani Bengali Bosnian Brazilian Portuguese Bulgarian Chinese Traditional Croatian Czech Dutch Dzongkha
Spanish	Chinese Traditional Croatian Czech Danish Dari Dutch Dzongkha
French	Chinese Traditional Croatian Czech Danish Dari Dutch Dzongkha
Italian	Chinese Traditional Croatian Czech Danish Dari Dutch Dzongkha
Russian	Chinese Traditional Croatian Czech Danish Dari Dutch Dzongkha
Chinese Traditional	Chinese Traditional Croatian Czech Danish Dari Dutch Dzongkha

### Как выбрать язык релиза?

- В зависимости от выбранных СМИ, система автоматически создает шаблоны языковых версий для релиза.
- Если у вас нет рекомендуемой версии релиза, вы можете ее удалить (кликните на тире в меню языков) или выбрать другой язык публикации

### Как добавить надпись к изображению?

- Выберите нужный язык в меню и нажмите на кнопку «добавить».
- Изображения должны иметь названия на всех языках, указанных в разделе медиа-листы

## Как оплатить?

Your order summary

Descriptions  
B2BPress: Payment for LoremsumFin (45), 40.05 Euro

You'll be able to see your order details before you pay.

Choose a way to pay

Pay with my PayPal account  
Log in to your PayPal account to complete the purchase

Pay with my credit or debit card  
(Optional) Sign up for PayPal for faster future checkout

Country Finland  
Card number  
Payment Types VISA MasterCard paypal AMEX  
Expiration date mm yy

Можно оплатить картой, PayPal или запросить счёт.

Чтобы получить счёт, укажите этот способ оплаты в Личном кабинете в разделе «Мой профиль»