

## ReportAlert.info – Guidelines & Recommendations for draft texts

### Guidelines

- 1) We allow 150 - 300 words of your choice
- 2) The text should be in the third person (i.e. 'the' report rather than 'our' report, and 'the company' rather than 'we').
- 3) The text should only contain links to a single report unless otherwise agreed with us
- 4) The ReportAlert is about the **report** and should not focus on general company policies or other information
- 5) Keep the text as neutral, objective and informative as possible
- 6) Include a brief profile of your company towards the end of the text

### Recommendations

- 1) Include the weblink within the first paragraph to attract even the impatient reader!
- 2) Talk about reporting issues e.g. content, audience, guidelines, indicators, verification
- 3) Provide details for ordering hard copies (if applicable)

### Technical Points

- 1) The email is sent as plain text, so all formatting will be removed. We can include formatting in the HTML version which is posted on our site.
- 2) URLs (weblinks) should not be enclosed in brackets as this can lead to problems for Mac users at the email recipient's end.

### Questions?

Please contact Paul or Iain: [info@corporateregister.com](mailto:info@corporateregister.com) / +44 20 7014 3366

Full ReportAlert details available on [www.ReportAlert.info](http://www.ReportAlert.info)