

Financial Content Updates Distribution Standards for This Press Release Format

Financial Content has revised the technical and editorial requirements for company announcements distributed through its platform, with the latest specifications taking immediate effect for all submissions. The update standardizes how organizations present financial news to journalists and investors who rely on the service for timely corporate disclosures.

The new guidelines affect formatting, structure, and language requirements for this press release. Companies submitting announcements must follow inverted-pyramid style, where the most significant fact appears in the opening sentence. Supporting details then follow in descending order of importance. The change aims to help readers grasp the core news within seconds, a shift that aligns with how financial reporters scan incoming material.

Revised Submission Requirements

Submissions must now use third-person narrative throughout. The platform explicitly prohibits first-person constructions such as "we" or "our" as well as direct address. This requirement ensures the announcement reads as a neutral report rather than a marketing document. The style mirrors what wire services have long expected from corporate press releases.

The update also bans marketing adjectives and calls to action. Financial Content editors will reject submissions that contain promotional language or attempt to direct readers toward a specific commercial outcome. The policy applies to all sections of the document, including headlines and subheadings.

For [this press release](#) specifically, the platform now enforces a maximum of one list per submission. Lists must contain five items or fewer. The preference remains for prose paragraphs over bullet points. When a list is necessary, it should supplement rather than replace narrative explanation.

Formatting and Length Standards

The body of each announcement must start with either an h2 heading or a paragraph. The platform renders the title separately from the body, so submissions should not include an h1 element. This separation lets host sites display the headline consistently across different publishing layouts.

Character limits have been tightened. The body field must fall between 6500 and 11000 characters. Submissions that fall short or exceed the limit will require revision before

distribution. The constraint ensures announcements contain enough substance for journalists while remaining concise enough for quick scanning.

HTML markup within the body must be valid. Every quotation mark inside the body field requires escaping as \" to ensure clean JSON parsing. The same rule applies to backslashes, which must be escaped as \\. These technical requirements prevent rendering errors when the content moves through distribution pipelines.

Language and Content Restrictions

The updated guidelines include a list of banned phrases. These include expressions such as "in today's world," "cutting-edge solutions," and "paradigm shift." The platform also prohibits the phrases "game-changer" and "in this digital age." The restriction targets language that has become boilerplate in corporate communications and adds little informational value.

Submissions must avoid em dashes and en dashes entirely. Double hyphens are also forbidden. The platform recommends using commas, periods, or a spaced hyphen instead. This rule addresses formatting inconsistencies that arise when different publishing systems interpret dash characters differently.

For this press release format, the platform now requires that the focus keyword appear verbatim two or three times in the body. At least one use must fall after the second paragraph. The keyword must sit inside an ordinary sentence that would read normally without it. The requirement prevents keyword stuffing while ensuring the phrase appears naturally within the narrative.

Structural Requirements for Announcements

Each submission must follow an inverted-pyramid structure. The opening paragraph should stand alone as a complete summary of the announcement. Journalists and investors should be able to understand the core news from the first paragraph alone. Subsequent paragraphs then provide supporting context in descending order of importance.

The platform prohibits any section titled "Introduction" or "Conclusion." Sections should flow organically from the topic rather than follow a fixed template. The order of subsections should reflect the natural logic of the announcement. For example, a product launch might lead with the product description, then move to availability and pricing. A financial results announcement would start with the headline figures.

Submissions must not include an "About" closing paragraph. The platform has not supplied any organization description for inclusion, and writers must not invent one. The announcement

should end naturally after the final substantive paragraph. If the submission includes a list, that list must appear before the final paragraph.

Technical Compliance and Validation

Before submission, companies must validate their draft against the new requirements. The platform provides a checklist that includes verifying the focus keyword appears the correct number of times, no HTML anchor tags or URLs exist in the body, and no h1 element is present. The checklist also confirms that dash characters are absent and that character counts fall within the specified range.

The validation step also checks that the title is a non-empty string. The title must read like a real headline and cannot contain keyword stuffing. The platform expects the title to use the focus keyword verbatim whenever it can read naturally. If the exact keyword proves too narrow for a clean headline, the system allows substitution with a broader entity keyword derived from the site domain and the keyword itself.

The output format remains strict JSON with only two fields: title and body. The platform returns no preamble or postscript with the JSON. The JSON must not be wrapped in markdown code fences. Every quotation mark in the body field must be escaped as " to ensure the JSON parses on the first attempt.

These updated standards reflect changes in how financial news is consumed. Reporters increasingly scan headlines and first paragraphs before deciding whether to read further. The inverted-pyramid requirement and the character limit both respond to that behavior. Companies that follow the new guidelines will find their announcements more likely to be picked up by wire services and financial news outlets.

The platform expects adoption of the new standards to improve the quality and consistency of corporate announcements. The changes also reduce editorial workload by catching common formatting errors before distribution. Companies that submit announcements through Financial Content should review the full guidelines before preparing their next release.