Email Pitch

*Tips and Tricks*

* Pitch to appropriate writer/journalist, instead of sending media kit to generic email
  + Can find this information on Google, LinkedIn, Twitter

*Promo codes*

* Version status must be Ready for Sale or Pending Developer Release
* <https://developer.apple.com/library/ios/documentation/LanguagesUtilities/Conceptual/iTunesConnect_Guide/Chapters/ProvidingPromoCodes.html>

*Components*

* Well-written summary paragraph
  + Compelling description of application
  + What differentiates app from others like it
* Screenshots
* Link to YouTube/Vimeo video
* Offer to provide promo code
  + “Here is a link to go and download the app (with the promo code TA6…): …”
* Contact information

Media/Press Kit

Full press release

App icon in .png and .jpg format (multiple sizes, from 56x56 to 512x512)

Screenshots

Other marketing images – photo(s) of development team

Optional – short bio of you/your team

Advertising

Spotify

Pandora

YouTube