OUTLET	MINIMUM CRITERIA
Magazines - Print & Digital	Circulation: 5K
	Annual Frequency: 4
	Word Count: 250
Newspaper	Circulation: 5K
	Annual Frequency: 4
	Word Count: 250
Book	Must have an ISBN #
	Press Run: 1K
	Word Count: 10K
Guidebook	Must have an ISBN #
	Press Run: 1K
	Word Count: 10K
Website/Third-party Blog	UMVs: 5K
	Monthly Frequency of Posts: 3
	Word Count: 250
Broadcasting - Radio	Monthly Listeners: 10K
	Monthly Frequency of Segment: 3
	Length: 3 Minutes
Broadcasting - TV	Minimum Monthly Listeners: 10K
	Minimum Monthly Frequency Segment: 3
	Minimum Length: 3 minutes
Self-published Blog	UMVs: 10M
	Frequency of Monthly Posts: 3
	Word Count: 750
Self-published Vlog	UMVs: 10M
	Frequency of Monthly Posts: 3
	Length: 3 Minutes
Self-publishedPodcast	Monthly Downloads: 100
	Frequency of Monthly Podcasts: 3
	Minimum Length: 15 Minutes
Facebook, Twitter, Instagram, Pintrest	Followers/Fans: 10K
	Frequency of Monthly Posts: 3
	Active For: 2 years
YouTube	Subscribers: 1K
	Frequency of Monthly Posts: 3
	Active For: 2 years