



Advertorial

We will publish your article

Inside includes:

Writing guidelines and required standards

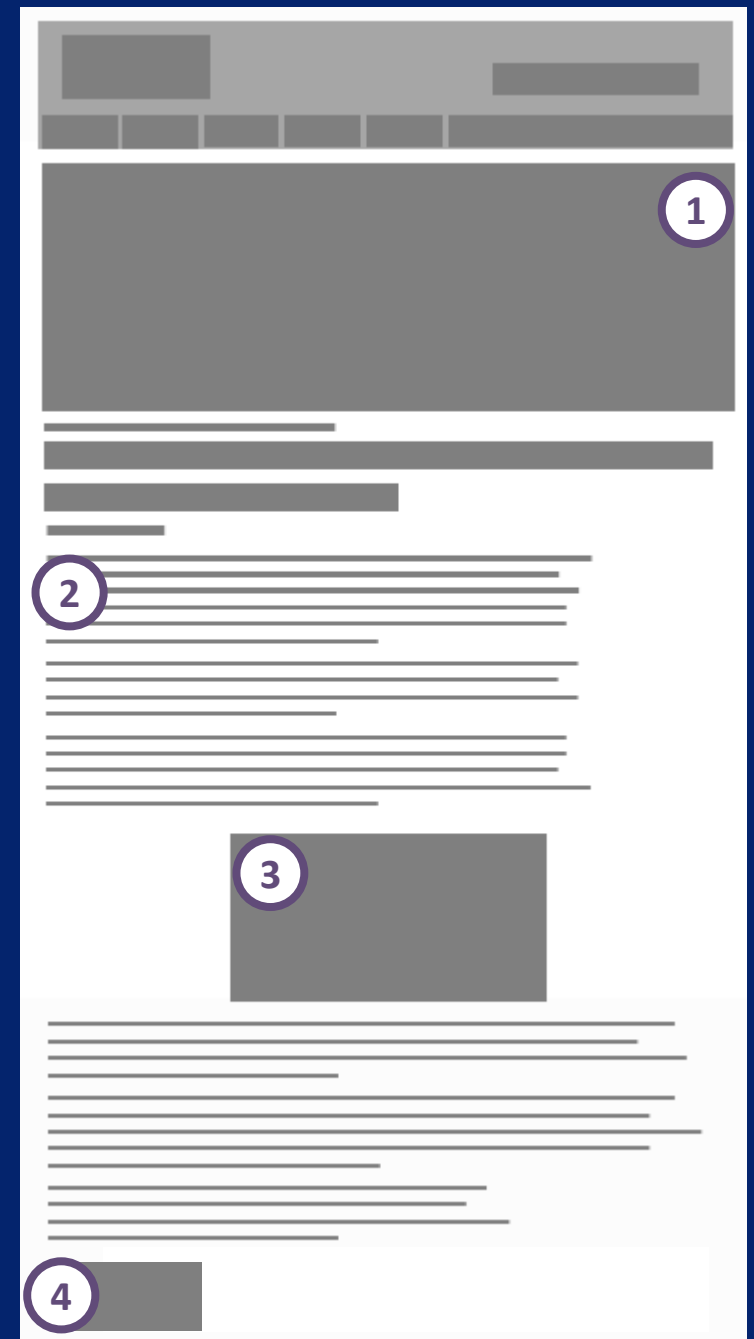
AND

The landing page specifications

WilliamReed.

Article Requirements

- 1 Top Image**
Format: 980 x 350 pixels (width x height) - GIF, JPEG, PNG (Static & RBG colour mode only)
- 2 Main body**
800 to 1,500 words. The content must be unique and not published anywhere else online.
- 3 Multimedia**
Please send any relevant pieces of multimedia for engagement
We recommend 3 pieces of multimedia content
Image Format: Static JPG, PNG or GIF
Image Size: Aspect ratio 3:2 with a minimum width of 1000 pixels
- 4 Logo**
Two high resolution versions of your logo for a white and black background



Guidelines for Article Creation

Article Structure

- The article should be **between 500 and 1500 words in length** (we recommend over 1000 words)
- You should include 3 **multimedia content** to encourage reader engagement (images, videos, podcasts, infographics)

Multimedia Format

- Supply three images including a lead image that does not contain text
- Image Format: JPG, PNG or non animated GIF
- Image Size: Aspect ratio 3:2 with a minimum width of 1000 pixels
- Two high resolution versions of your logo for a white and black background

Article Content

The **content must be unique and not published anywhere else online.**

Any reference to third party content must be approved by all third parties.

The article **must not be aggressive in tone or derogatory towards competitors** or other parties.

Use of **acronyms should follow our editorial guidelines.** Unless an acronym common knowledge within the industry (e.g: FDA, US, EU...), the term must be spelled entirely the first time with the acronym in parenthesis. I.e “Consumption of a sugar-sweetened drink on a daily basis may be associated with an increased risk of developing non-alcoholic fatty liver disease (NAFLD), say researchers....”. Once defined, the term NAFLD can be used freely thereafter.

Trademark, copyright, registration marks and related symbols will not be published in the article.

Commercial rights to all copyright material – including photos, videos and audio elements must be secured by the advertiser from the copyright holder before the material is used in branded content or fall under fair use.

Should include a concise **call to action** and provide a URL for this

Content Best Practices

SEO techniques

Tap into qualified leads outside our core audience

- The content **MUST be completely unique** and not published anywhere else online, otherwise it will not show up in Google search results
- Ensure that the **title reflects what someone would type into a search engine**, as this will be the only traffic driver once website and newsletter promotion ends

Captivating techniques

Grab the attention of readers

- Think about what topics are trending
- Use appealing and relevant multimedia content (infographics, videos, charts etc.)

Quality techniques

Showcase your expertise

- Use insightful, educational and thought-provoking content - this will ensure higher reader engagement and positive association with your brand

Branding techniques

Stay true to your brand and followers

- Ensure the content is consistent with your brand
- Also ensure your content is relevant to the focus of the hosting website

General Information and Disclaimers

Advertorials on www.conveniencestore.co.uk do not necessarily reflect the views of William Reed Business Media (WRBM) and its affiliated brands.

In order to remain transparent, we will display clear visual signs for advertorials when presenting the article to the readers.

Any WRBM Publications may reject or remove any piece of an advertorial that does not correspond with our required guidelines and standards, contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.

All content is published subject to our Standard Terms and Conditions for Advertising Booking in force at the time of booking.