



Step-by-Step & Best Practices

Promotional Features

WRBM Article Publication

We will publish your article

WilliamReed.

Article Publication Step-by-step

Related specifications:

- [Article Publication](#)
- [Promotional banners – Desktop](#)
- [Promotional banners - Mobile](#)

1

You provide the article. The article must not be self-promotional or commercial in nature and not published elsewhere online

2

You also provide:

- The top image – 1240 x 442 px (static – no logo/text/branding)
- The newsletter image – 648 x 385 px
- The Desktop & Mobile advertising banners along with the redirection URL(s). If you are not able to provide the banners please notify AdOps
- Any multimedia to be used in the article (no branding) and where they should be placed within the article

3

The commercial content team will submit the article and multimedia from point 2 to the writer for checking. The writer will check if:

- The article is not published elsewhere
- The article is not too self-promotional
- The spelling, grammar and writing basics are correct

The writer can also modify the text in order to fit readers expectations and the website style.

4

The commercial content team will confirm whether the article can be published as it is or if there are any comments from the writer.*

If the article has been published elsewhere or is too self-promotional, the commercial content team will reject the article and request another version from you.

5

Once the article is validated by all parties, the commercial content team will provide the article page URL.*

6

Once you approve the preview the article is ready to go live according to schedule.

*Please refer to page 6 for more information.

Promotional Feature Article Publication – Optimal timeline for a smooth delivery*

At least 15 days before
start date

You provide:

- The article
- The top and newsletter images (static – no logo/text /branding)
- The advertising banners along with the redirection URL(s)
- Any multimedia to be used in the article (no branding)

14 to 10 days before
start date

- The commercial content team will submit the article and multimedia for checking

7 days before start date

- The commercial content team will confirm whether the article can be published as it is or if there are any comments from the writer
- If the article has been rejected, the commercial content team will request another version of the article. In this case we will repeat the checking process

During the last week
before start date

- The commercial content team provides a URL for you to review

At least 3 days before
start date

- You will provide feedback and/or approval

Starting date

- The article goes live

* Please note that if you can not follow the optimal timeline your article may be delayed.

Article Structure

- The article should be **between 800 and 1500 words in length** (we recommend over 1000 words)
- Please send any relevant pieces of **multimedia** that will help to engage readers. We recommend a combination of at least two pieces of multimedia content.

Multimedia Format

Images

- Graphs or pictures
- File type: Static JPG, PNG or GIF
- No logo nor branding allowed
- Size: 831 px width x 302.55 px height (otherwise a grey border will fill any remaining space or image may be cropped)

Videos

- File type: 1080p MP4 format, maximum file size 1GB

Article Content

The article and the links it contains should be **non-commercial in tone** and should **not be blatantly self-promotional**. We reserve the right to remove, refuse, or re-write content that we feel does not meet this requirement.

The **content must be unique and not published anywhere else online**. Please note that re-publishing is permitted across William Reed brands as it is a great way for brands to increase reach and brand awareness to a highly qualified audience. Due to SEO rules, traffic from search engines will be mainly to only one of the sites, however, the content on the other sites will still be exposed to the audience via newsletter and website promotion.

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.

The article **should not read as a ‘press release’** or ‘news piece’.

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.

Guidelines for Article Creation

Content Best Practices

Traffic techniques

Stimulate interest and immediately connect with your target audience

- Consider using **additional campaigns**, such as a Mailshot, to stimulate interest and connect with your target audience

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.)
- Use **colour in your illustrations**

Quality techniques

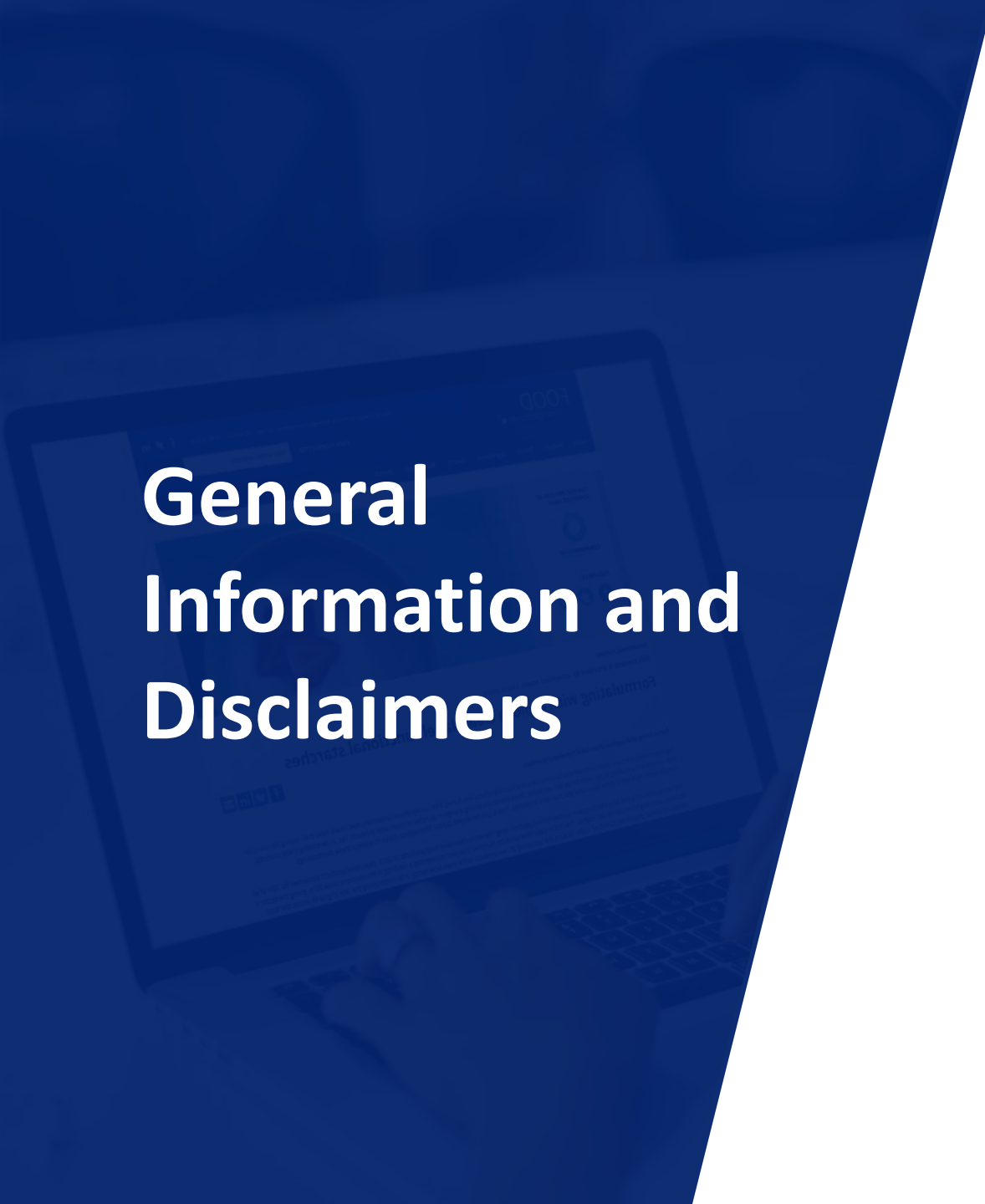
Showcase your expertise

- Use **insightful, educational and thought-provoking content** - this will ensure higher reader engagement and positive association with your brand
- Your priority should be to **educate and inform**, to **demonstrate** true thought leadership
- Your company name / a product name may be mentioned within the article – but this should not be used repetitively - remember that your company name is already clearly associated with the content

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

Promotional features 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 promotional features when presenting the article to the readers.

Any WRBM Publications may reject or remove any piece of promotional feature 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.

Please note that your article and the final article URL can be revised a maximum of three times.