



Promotional Features Article Publication

Forecourt Trader

Inside includes:

Writing guidelines and required standards

AND

The landing page specifications

Article Requirements

- 1 Lead Image**
Format: Aspect ratio 3:2 with a minimum width of 3000 pixels
By default we will resize/crop the big top image
Ensure the image does not include any text or logos
- 2 Headline**
Max 100 characters including spaces
- 3 Main body**
500 to 1,500 words. Please provide a URL in order that we can link back to your trade website.
- 4 Multimedia**
Please send any relevant pieces of multimedia for engagement
We recommend a combination of at least two pieces of multimedia content
Image Format: JPG, PNG or non animated GIF
Image Size: Aspect ratio 3:2 with a minimum width of 1000 pixels
Video Format: Youtube/Vimeo embed code

ADDITIONAL REQUIREMENTS:

Introduction text

Copy: 170 characters maximum, including spaces
This text will be used for website listings

Your logo



Article Structure

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

Multimedia Format

- Photographs, line drawings, and other illustrations may be in colour or black and white
- Electronic images should be 72 DPI
- Images may be in the following formats (by order of preference): EPS, PNG or JPEG
- Colours should be set to RGB

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**

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'** news piece'.

Use of **acronyms should follow our editorial guidelines**. Unless an acronym is 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 Practice

Maximising SEO

Give your article the best chance of being discoverable outside of the website's 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** - this will be the only traffic driver once website and newsletter promotion ends

Capturing the attention of your target audience

Grab the attention of readers

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

Demonstrate the quality of your expertise

Showcase your leadership in your chosen topic

- 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

Harness the potential of the content for your brand

Stay true to your brand

- Ensure the content is consistent with your brand values
- 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 the article can be revised a maximum of three times from the moment the preview link is shared.

If additional editorial work is required to make the content suitable for publication you will be asked to pay a flat fee.