Promotional Features Article Publication with Podcast creation

We will publish your article and host a podcast for you

Inside includes:

The landing page specifications;
The podcast requirements

AND

Writing guidelines and required standards

William Reed
INFORMING BUSINESS GROWTH

Article Requirements

(1) Top Image
Format: 980 x 350 pixels (width x height) - GIF, JPEG, PNG (RBG colour mode only)
Please send a 160 x 90 pixels version as well for the promotion in the newsletter
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. The content must be unique and not published anywhere else online.

(4) Podcast
Please see page 3 for more details.

(5) 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: Width: 600px max – Height: 300px max
Video Format: Youtube URL or MP4
Please note: Cannot include logo or branding

(6) Company Profile
Please see page 6 for more details.

ADDITIONAL REQUIREMENTS:

SEO Title
Max 70 characters including spaces

Introduction text
Copy: 170 characters maximum, including spaces
This text will be used in the newsletter and website listings

Product categories
Choose up to 2 Product categories (see page 7)

Podcast Requirements

Copy
Title: 50 characters maximum (includes spacing and punctuation)
Text: Please send a one-sentence description

File type
Provide an audio file

Duration
30 minutes maximum

Please note:
Please specify where in the article you want the podcast to sit. By default, WRBM will place it at the top of the article

It is the client's responsibility to provide the podcast as specified in the specs. If we do not receive any audio file, the promotional feature campaign will be published without the podcast

WRBM may reject the podcast should it be too commercial, contains false, deceptive, misleading, illegal information or does damage to the WRBM brand or its affiliates.

NutraIngredients-USA Podcast
Nutracast Podcast: Lux researcher Sa...

NUTRA
ingredients-usa.com

00:01:12

SHARE SUBSCRIBE COOKIE POLICY   Megaphone

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**.
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 an Editor's Spotlight, 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.)
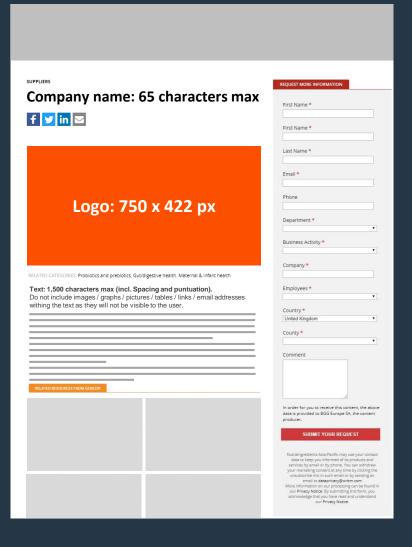- Use colour in your illustrations

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

Company Profile / Supplier Info Center

Please ensure your company profile landing page is up to date

If you do not have a **Company profile** already listed or if you would like to update your existing one, please refer to the following:
Company Profile specification

Product Categories

Select 2 product categories relating to the topic of your article

BakeryandSnacks
- Filling & Packaging Equipment & Systems
- Ingredients
- Packaging & Packing Materials, Containers
- Processing Equipment & Systems, Automation, Control

BeverageDaily
- Filling & Packaging Equipment & Systems
- Ingredients
- Packaging & Packing Materials, Containers
- Processing Equipment & Systems, Automation, Control

BigHospitality
- Alcohol
- Beverages
- Cleaning & Hygiene
- Design & Furnishings
- Equipment
- Food
- Hospitality Services
- Technology

BioPharma-Reporter
- Analytical (technologies & services)
- Bio-Outsourcing
- Bioreactors
- Cell lines
- Disposable Manufacturing Tech
- Facilities
- Fill-Finish & Packaging
- Separation & Purification

CosmeticsDesign
- Color Cosmetics
- Fragrance
- Hair Care
- Nutricosmetics
- Packaging
- Skin Care

ConfectioneryNews
- Ingredients and additives
- Packaging equipment and materials
- Processing equipment & plant design

DairyReporter
- Filling & Packaging Equipment & Systems
- Ingredients
- Packaging & Packing Materials, Containers
- Processing Equipment & Systems, Automation, Control

FeedNavigator
- Analytical Equipment
- Enzymes
- Fats
- Functional Additives
- Grains
- Handling Equipment
- Probiotics/Prebiotics
- Processing Equipment
- Protein and Amino Acids
- Vitamins and Minerals

FoodManufacture
- Carbohydrates & Fibres (Sugar, Starches)
- Cereals & Bakery Preparations
- Chocolate & Confectionery Ingredients
- Cultures, Enzymes, Yeast
- Dairy-based Ingredients
- Emulsifiers, Stabilisers, Hydrocolloids
- Fats & Oils
- Flavours & Colours
- Food Safety & Labelling
- Fruit, Vegetable, Nut Ingredients
- Health And Nutritional Ingredients
- Meat, Fish & Savoury Ingredients
- Preservatives & Acidulants
- Proteins, Non-dairy
- Processing Equipment
- Packaging Equipment
- Packaging Materials
- Hygiene, Safety & Cleaning
- IT
- Environment
- Services

FoodNavigator
- Carbohydrates & Fibres (Sugar, Starches)
- Cereals & Bakery Preparations
- Chocolate & Confectionery Ingredients
- Cultures, Enzymes, Yeast
- Dairy-based Ingredients
- Emulsifiers, Stabilisers, Hydrocolloids
- Fats & Oils
- Flavours & Colours
- Food Labelling
- Food Safety
- Fruit, Vegetable, Nut Ingredients
- Health & Nutritional Ingredients
- Preservatives & Acidulants
- Proteins
- Sweeteners

FoodNavigator Asia
- Bakery
- Beverages
- Confectionery
- Convenience Foods & Snacks
- Dairy
- Desserts
- Functional Foods & Drinks
- Meat
- Seafood
- Soups & Sauces
- Traditional & Staple Foods

GlobalMeatNews
- Beef
- Pork
- Lamb
- Poultry
- Game
- Halal
- Kosher
- Exotic
- Ingredients-Additives
- Packaging Equipment & Materials
- Processing Equipment & Plant Design

MorningAdvertiser
- Ale & Stout
- Bar & Catering Equipment
- Cellar, Dispense & Bar Equipment
- Cider
- Design and Refurbishment
- Entertainment
- Food
- Lager
- Legal
- Marketing
- Outdoor
- Professional services
- RTDs
- Security
- Smoking & Alternatives
- Soft Drinks
- Spirits
- Technology
- Training
- Wine
- Work Wear

NutraIngredients
- Antioxidants, carotenoids
- Botanicals & Herbals
- Dairy-based ingredients
- Dosage forms
- Fibres and carbohydrates
- Minerals
- Nutricosmetics
- Omega-3s & Nutritional Oils
- Polyphenols
- Probiotics & Prebiotics
- Proteins, Peptides, Amino Acids
- Vitamins & premixes
- Allergies & intolerances
- Blood sugar management
- Bone & joint health
- Cancer risk reduction
- Cardiovascular health
- Cognitive and mental function
- Energy
- Eye health
- Gut/digestive health
- Healthy ageing
- Immune support
- Inflammation
- Maternal & infant health
- Men's Health
- Oral/Gum health
- Respiratory health
- Skin health
- Sports nutrition
- Weight management
- Women's health

OutSourcing-Pharma
- Analytical testing, QC
- Bulk ingredients
- Contract Manufacturing
- Contract sales & marketing
- Data management
- Drug delivery, formulation
- Fill & finish, packaging
- Medical devices
- Phase I-II
- Phase III-IV
- Preclinical
- Regulatory affairs
- Supply chain, logistics
- Validation services
- APIs (active pharmaceutical ingredients)
- Delivery formulations
- Delivery technologies
- Excipients, raw materials and intermediates
- Packaging machinery & supplies
- Processing equipment
- QA/QC
- Regulations
- Tabletting, coating & ancillary equipment

General Information and Disclaimers