

2017 Sponsored Blog Posts

Writer's Guidelines

- Deliver copy to content marketing 4 weeks prior to publishing to ensure online posting deadlines.
- Word count must be at least 400 but no more than 1,000 words. Stories submitted with larger word counts will be returned for trimming or will be trimmed at editor's discretion (no returns to client for review if editor trims), which may push back publication date.
- Disclaimer must be placed at top of post, directly under headline, that says:
 - "Content sponsored by company" (company name will be hyperlinked)
- All facts must be properly attributed within the blog copy (no footnotes).
- Studies older than 3 years should not be cited.
- Prefer posts to be authored by subject matter experts with a byline, a one-sentence biography about the author and a headshot, if possible.
- Sponsored blogs are published on Thursdays at times determined by content marketing staff.
- Articles may hyperlink to external sites at client's request if pertinent to topic. Links will be inserted over applicable words and no more than 3 hyperlinks will be added.
- All blog posts are subject to content marketing review for clarity, grammar, style, fact-checking and compliance with our brand standards.
- Thinkstock art will be used with each post. Creative team will review all provided art and images for brand standard compliance.

NOTE 1: Blog posts cannot contain direct or indirect negative statements about a sponsor's competitors or unbalanced statements that tout one product, program or organization over another. Blogs containing this type of information will be returned to client for revisions after review.

NOTE 2: Sponsored blog posts are cobranded content since they appear on our corporate blogs and should not be written like an advertorial. Content marketing reserves the right to review, edit and refuse all content that doesn't meet our brand standards to protect our brands' identities and authorities.

Social Media Guidelines

- 1 Facebook post will be published after blog post is live.
- Client will be mentioned in the post as part of Facebook's branded content.
- Client can request Tweets. Number of Tweets will be left to the discretion of our social media team.
- Time and day of social media promotions determined by our social media team.

CONTACT

Email advertise@nurse.com

Phone 888.206.3791