

Sponsored Content Guidelines

Best practices for writing effective blogs and digital edition articles



Writing guidelines

- Deliver copy to Nurse.com four weeks prior to publishing to ensure timely posting dates.
- Each article should be between 600 to 1,000 words long. Articles must be at least 600 words minimum.
- It's preferable for articles to be authored by subject matter experts. Client should provide the author's headshot and a one-sentence biography to be used with the article. Subject matter expert pieces also may be ghost written for clients. Or a byline can be omitted if the client so chooses.
- Studies older than three years should not be cited unless they are the most current research available.
- Facts should be properly attributed within the copy using hyperlinks to the source when possible. Footnotes should be avoided.
- Articles should link to client's website and external third-party websites pertinent to the topic. Links will be inserted over applicable words and phrases. Links build credibility and trust. It's recommended to include them at least every 125 words.
- Add subheads every 300 words to make the article easier to read. This is especially true on mobile devices.
- Use active verbs in subheads to make them more engaging to the reader. Content written in active voice with active verbs and language is more effective overall.
- Content cannot contain direct or indirect negative statements about a sponsor's competitors or unbalanced statements that tout one product, program or organization over another.
- Loaded language and words should be avoided. Nurse.com staff will replace loaded words or phrases during the editing process. Example: "Our oncology department's patient satisfaction scores consistently eclipse the scores of other hospitals in our community."
- All sponsored content is subject to Nurse.com review for clarity, grammar, style, fact-checking and compliance with our brand standards.



Layout guidelines

- Disclaimer will be placed at the top of article directly under headline that states: "Content sponsored by (your company's name)." Company name will be linked to URL of client's choice.
- Clients can recommend 1-2 facts or quotes from the copy they would like placed as callouts. If they do not provide them, Nurse.com editors will choose some.
- Clients can include a Call to Action in the article that links to a URL of their choice.



Art guidelines

- Stock art will be used with each post. Creative team will review all art and images provided by the client for brand standard compliance. Creative team may choose a different main image, if necessary, to meet brand standards.
- We can embed and/or link to video, audio and more in each article. Client should provide links to videos from YouTube or Vimeo only for addition to our digital editions. Recommended video length is less than 3 minutes.

CONTACT

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