Adzooma Blog Article
Requirements and Guidelines

Article Ideas
Your article could be written in the form of:

- **Opinion** (feel strongly about something? We're all ears)
  - Must acknowledge both sides of an argument
  - Must provide a compelling narrative
  - Can't be a hit piece or similar
  - Can be controversial
  - Claims must be backed up by quotes, data or examples

- **Educational** (teach other professionals how you do things – How To's are great for this)
  - Must provide actionable information
  - Must solve a problem and meet a need
  - Must answer questions
  - Must provide insights
  - Can be controversial
  - Claims must be backed up by quotes, data or examples

- **Research** (use your own data or combine data that's in the public domain to make a unique point)
  - Must provide a compelling narrative
  - Must provide insightful information
  - Data must be explained in simple terms
  - Must be timely and relevant
  - Can be controversial
  - Claims must be backed up by quotes, data or examples

Deadline

Discussed upon completion of the article.

About the Author

- 75 words maximum.
- The "About the Author" should be a brief company description.
- Please include a twitter handle.
- Please also send a 500x500 company logo.

Headline

- 8-31 characters.

Excerpt

- 107-142 characters; this is the first sentence of your article, shown in bold on the example image.

Article

- 1,200 words minimum (we prefer depth to brevity) anything that comes in below that number will automatically be returned by the
editorial team.
- The article must be properly attributed (every statistic must be sourced from a credible source).
- It shouldn't be overly self-promotional (we want to inform, not indulge).
- Please mark clearly where your images should be inserted.

Links

- The article should feature no more than 2 links to your own site (these will be nofollow links in accordance with Google's guidelines) .
- It must contain a minimum of three internal links to Adzooma.

Images

- The main image, which will appear to the right of your headline, this is the featured image.
- All blog feature images should be sleek lifestyle images that relate in some way to the topic.
- Images inside blog posts should be used to break up long sections of text, and include descriptive alt text below.

Please submit your featured image as:

- 829x466
- 1 MB or less
- Do not include text in the image.
- Only JPG, PNG, and non-animated GIF images.
- Images need to be as high-quality as possible to avoid degradation when uploaded.
- This image will also be used for social media to promote your native ad.

For images you want to appear within the article, please submit images as:

- 750 pixels wide (no limit on height)
- 1 MB or less
- Only JPG, PNG, and non-animated GIF images.
- Please label where they should be inserted.
- Please attribute where your image is from.

Video, podcasts and other forms of media to be embedded

- Please supply link
- 1000x662 image to be used for launch – "on-click" (this is in case the video takes a random segment for the cover
image which often doesn't look as good).
- Can be 3rd party served.

Terms

- We reserve the right to edit the article upon submission and will publish upon your acceptance
- We reserve the right to reject any article upon submission
- We will remove any submission that has been found to be published elsewhere