Simplify**Media** EDITORIAL GUIDELINES

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EDITORIAL GUIDELINES

- Please provide copy in Word format
- Please include 2-3 subheads to break up the copy (depending on length) for readers
- Per BLR Style, please use the series comma, hyphenate any instances of "e-mail," and do not put spaces before or after dashes (ex. cats—and dogs—are pets).
- Our word counts are flexible—if it's over 1,000 words, we may break the article up into 2 separate articles
- Author can provide bio (with link back to their site) to run at end of article
- Author can provide head shot images (.jpg or .png files preferred)
- Twitter handle, company/individual/both (if applicable)—We promote all our news articles on social media and we like to mention our authors to credit their hard work!
- Please keep in mind that our news is intended to provide *valuable, topical content* to our readers and should not directly promote or endorse any specific product or service*.

In terms of timing, we run articles on a *first-come, first served* basis, so, while there would be **no deadline**, the sooner we receive a bylined article, the sooner it would run on our websites.

If you have any clients who would like to submit content related to a specific themed date (ex. Administrative Professionals Day), please contact us with your proposal **at least 2 to 3 weeks prior** to the date so that we can plan ahead accordingly.

If your client is interested in sponsorship opportunities, please let us know and we can connect you with the appropriate team.

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