



Guest Editorial Guidelines

1. The Association reserves the right to edit articles for content and style as needed and has the final say in what is published.
2. The newsLINK Group reserves the right to edit articles for content and style as needed on behalf of the Association. As mentioned above, the Association has the final say in what is published.
3. Your editorial should be based on a specific issue or idea from which the readers may learn your expert point of view.
4. Your editorial should not be an “advertorial” (an advertisement in text form.) Please refrain from naming your company in the body of the article. Please avoid using statements like: “I,” “we,” “our company is the best” or “our company provides.” Mention of a specific product offered by your company will likely be deleted. The article should be original and not something published in another publication.
5. Your editorial should be 500-800 words, provided in Word format and submitted by email attachment. Please don’t include headers, footers, or format beyond the basics (bold, bullets, etc.).
6. Any graphics or photos to be included in your editorial should be emailed as a separate high-resolution file (.jpg, .eps, .png or PDF format) and NOT embedded in the article or generated from a PowerPoint presentation. They will be used as permitted by space limitations and subject matter.
7. We will add a byline to your article, which will typically be your name and company. We prefer not to use company logos as part of the byline, as we feel it makes your article look more like an advertorial than the valuable, educational content it should be.
Example: Joe Smith, Winder Bank & Trust
8. Please provide a brief bio for the end of the article. It is in the bio that you may succinctly do some marketing. It can be beneficial to use your regional sales representative’s name and contact information, even if he/she didn’t write the article.
Example: Joe Smith is the Regional Director of Compliance for Winder Bank & Trust and works with banks all over the U.S. on compliance issues. For more information on Winder Bank & Trust’s compliance solutions, please email or call Jane Jones at jjones@winder.bank or 888.555.2333.
9. Please submit finished articles on or before the content due date listed on the media kit to the newsLINK Group or the Association.
10. Please refrain from political commentaries.

IF YOU HAVE QUESTIONS OR FOR MORE INFORMATION, CONTACT US TODAY.

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