

Sponsored Content Article Guidelines

Sponsored Content Deliverables:

- 500-1,500 word article
- Image: 1200x628 JPG or PNG. Static image only, no GIFs
- 5-word headline and 50-word text description for e-newsletter
- Content due date: 10 business days prior to publication date

Sponsored content may be written by your organization or NALP's content manager. If you choose NALP to write your content, you must be willing and able to provide your desired topic, necessary sources for interviews and materials such as photos and ads, in a timely manner. Failure to do so will result in the content not being written.

If you decide to write the content yourself, NALP reserves the right to editorial discretion so the submitted content is in line with our writing standards. Business articles with content marketing titles such as: The biggest myths about recruiting landscape professionals; 5 proven ways to increase sales, etc. grab the reader's attention.

Writing Style Guide:

- Associated Press Style
- Visual appeal – When possible, articles should contain sub-heads and bullets to break-up content into individual concepts; accentuating key points.
- Articles should offer insights and helpful information, which helps to position the author as a thought leader.
- No mention of competing brands, profanity, or derogatory remarks against any people group or brand are tolerated.

Formatting:

Please send documents in a format that is editable such as a Word document

Samples of Successful Sponsored Content Articles:

- [Sample 1](#)
- [Sample 2](#)
- [Sample 3](#)

Multiple Sponsored Content Stories

You may have one article but purchase multiple insertions for Sponsored Content. For each insertion we request that you provide a unique 50-word description for the e-newsletter. Each insertion will link back to the original article on the NALP site.