

TALK BUSINESS

Online article guidelines February 2022

When producing content for Talk Business, please adhere to the following guidelines. All articles are subject to the house style and the editor's decision is final regarding changes:

1 You must provide between 600-1000 words.

2 Please try to provide us with two relevant images to accompany the article.

3 We generally do not accept press releases and content must not be advertorial (unless discussed with the Sales Associate).

4 Any mention of gambling, casino content will not be accepted as editorial.

5 Content must provide useful advice or information to Talk Business' readers, not solely as a platform to sell your products/ services. Any content considered as such will be rejected by the editor.

6 Placement of up to three external links per article in relevant positions is acceptable. However these links must be in the same style as the rest of the text i.e. not emboldened or italicised.

7 Three internal links are included in every article on Talk Business, if one is not included in provided content internal links will be inserted.

8 "No follow" or "do follow" links as and when of your needs.

9 Gambling, casino, cryptocurrency, essay writing, CBD "do follow" links will only be accepted with no discount.

10 Any content provided to Talk Business can and often will be, edited to suit house style, format and size guidelines. If you wish to see a copy of any edited material before publication you can request from this from the editor. However, any subsequent changes you recommend will be at the discretion of the editor.

If you have any questions regarding the above guidelines, please contact the Sales Associate on 01279 818250.