**Sponsored posts: Rules and guidelines**

Thanks for being part of this exciting sponsored content program at Crain’s Detroit Business, through our content marketing subsidiary, Crain Content Studio – Detroit.

We suggest taking the storytelling approach to obtain the desired results for your content marketing strategy.   With that, your content will be reviewed to ensure it is relevant, well-written and meets “journalistic” standards since it is being provided to the audience in the same manner as content produced by *Crain’s* own newsroom.

To serve your best interest and maintain *Crain’s* journalistic standards we have outlined the following guidelines for sponsored posts on the *Crain’s* website.

Sponsored posts are due to *Crain’s* five business days before publish date for approvals. Posts

submitted past deadline may be subject to delays and additional fees.

The post must be finished. It should be copyedited, checked for errors, facts should be in order and any

quotes accurate. If quoting someone you haven’t spoken to directly, include a link to the place from where you got the material being quoted.

In the event that changes to the post are needed, sponsor is responsible for making those changes and

resubmitting a finished post. Posts changed within five days of publish date may be subject to delays.

Sponsored posts must include a byline (author’s name and company). The post should represent the point-of-view of the author, not the company.

The *Crain’s Detroit Business* editorial team reserves the right to reject or modify content deemed not in keeping with *Crain’s Detroit Business* style or editorial values. This includes body copy, captions, headlines, etc. Due to possible overlap with other stories and/or Twitter/SEO optimization, headline changes are more common).

No self-promotional content will be accepted. You want to engage, inform and entertain readers.

This post is an opportunity to show thought leadership. *Crain’s* will not publish competitive attacks.

The post should be relevant to *Crain’s* readers. Know the audience and whether or not the subject has been written about (especially important if the topic is related to digital/social media/SEO).

Readers appreciate a writer who takes a clear position and is even willing to invite disagreement. There should also be a clear takeaway for the intended audience.

Jargon should be avoided.

Images can be included as long as they adhere to the following guidelines:

* Sponsor has rights to the image or video - Cannot be swiped from sources i.e. Google, other news sites. It can be reprinted if sponsor obtains rights to reprint.
* If the image is a graph or chart, it must be legible.
* *Crains Detroit Business* will not create graphs/charts.
* We do not publish sponsored posts on Mondays the same week we publish

a print issue.

* Ideally posts should stick to 800 words or less.
* Client may provide an embed code for YouTube or Vimeo videos. If providing the actual

file, MP4 file format requested. 1280 pixels wide video at any aspect ratio.