



Marketing News Canada

Contributor Guidelines

MARKETING NEWS CANADA CONTRIBUTOR OPPORTUNITIES

Marketing News Canada (MNC) is Canada's most up-and-coming marketing and PR news site geared towards agencies, marketing professionals, business owners and entrepreneurs.

Currently posting multiple times a week, MNC showcases curated articles and our syndicated audio and video podcast across multiple platforms reaching listeners and viewers right across the country. The site was purposefully built to empower and educate business owners, brand marketers, agencies and marketing professionals to conduct better business. With our long running history having started over 5 years ago - our audience is loyal, growing and engaged.



BECOMING A CONTRIBUTOR

We're excited to have you join the MNC family!

In this document you will get an understanding of your maximum word count, photo asset requirements, credentials that we need from you, and a brief outline of your article schedule.



WORD COUNT

At Marketing News Canada we like to be concise and get the point across without overwhelming our audience with too much information.

Our preferred word count is: **400 - 2000 words**, for optimal readability + any photo assets that might be included within the article.



TONE

At Marketing News Canada we like to think of ourselves as a professional, but casual source of information.

Please keep the tone business-casual for our marketing and business oriented audience!



LINKS

Acceptable Links: company websites, author websites, research sources, and original sources for citing purposes.

Unacceptable Links: affiliate links, product sales pages, direct download links, or promotional opportunities.



PHOTO ASSETS

While we do not have a required size for assets - we try to uphold top quality in every asset uploaded to the site. Please keep images in an article to less than 4.

We request that all photos provided for **thumbnails** to be *at least* **1080x1080px**. For any and all assets **within an article**, we ask that your provided photos are between **1500 and 2500 pixels wide** for optimal viewing.

When considering assets to include, especially for the thumbnail, we ask that it directly relates to the article topic; as visual representation allows for optimal context for our readers.

All images must be properly credited to the original source unless acquired from a stock photo service.

Infographic Submissions **MUST** be accompanied by a minimum of 200-word text.



YOUR SCHEDULE

We keep all our contributors on a schedule to allow for consistent posting to the Marketing News Canada site.

We ask that you provide your articles in a consistent manner (excluding one time features) and share with us when you're most comfortable being posted (day of the week), as we try to work with your article writing schedule.

On top of this, we also ask that you share how frequently your articles will be shared with us (excluding one time features) such as weekly, bi-weekly, or monthly.



CREDENTIALS

To become a regular contributor for Marketing News Canada, you must be able to regularly and constantly provide high-quality article submissions on the industry of your expertise.

We ask that you please define your experience as an authority on the subject of your submission and a website to link back to. After all, you need to be properly credited for your hard work!

Please submit a by-line to accompany your work that can be used for all article submissions as a contributor for MNC.



OUR RIGHTS AS PUBLISHER

As the owners of Marketing News Canada:

- We reserve the right to remove or nofollow any link at our discretion.
- We reserve the right to refuse any topics that are not aligned with MNC values
- these topics can include but are not limited to religion, politics, and opinion-based pieces.

