



Sponsored Content Guidelines

The following guidelines help maintain the editorial integrity of ASDA's communications:

Editorial Guidelines

- **All sponsored content must be educational and relevant to the dental student audience.** It should offer a compelling, fresh perspective and a deep dive into topics such as practice management, personal finance, health and wellness, or career paths.
- **Instead of promoting your product or service, offer engaging and informative tips or insights that highlight your organization's expertise.** In other words, tell a story — don't provide a commercial. The more educational the content, the more impact it will have.
- **TIP: Include your brand name after the first 300 words of the article.** Readers will spend more time with your content.
- All content must be original and not previously published.
- ASDA staff has the right to edit all copy. ASDA reserves the right to reject materials that do not conform to our editorial guidelines and specifications.

Submission Specifications

Contour magazine

- Word count: 900-1,000 words
- Article should include a headline and author byline (name and job title).
- Submit a 40-word company bio and logo, as well as high-resolution headshots of author(s).
- Article will be labeled as "sponsored" and include "This article was sponsored by [COMPANY NAME]" at the end of the article.