



## Sponsored Content Guidelines

ASDA's industry partners can provide unique insights and educational content to ASDA members by securing an article in Contour magazine, ASDAblog, Word of Mouth or New Leader e-newsletter, and social media posts. This opportunity gives advertisers a direct editorial connection to the millennials and Gen Z'ers who will lead dentistry, while increasing their company's brand awareness.

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

#### ASDA Blog

- Word count: 500-750 words
  - In place of a written blog post, companies can provide a video up to 2:30 minutes and up to 50 words intro copy. Video size 640px X 400px.
- Embed hyperlinks to studies or articles you cite within the text or to calls to action (do not use naked links).
- You must own any graphic or photo (1020 x 435) submitted with your article. If no image is supplied, ASDA staff will select a stock photo.
- Blog post copy is due two weeks before publication date.
- Submit a 40-word company bio and logo (150px X 150px square shape), as well as high-resolution headshots of author(s).
- Post will be labeled as "sponsored" and include, "This blog post was sponsored by [COMPANY NAME]" at the end of the article.

#### Contour magazine

- Word count: 900-1,000 words
- Article should include a headline and author byline (name and job title).
- Contour articles are typically due three months before issue date.
- 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.

**Social media**

- Facebook post copy must be between 50-75 words and may include an image (high-resolution JPEG) and URL.
- Instagram post images must be square: 1080 x 1080 px (1080 w x 1920 h/aspect ratio of 9:16 for story insertion). Copy should not exceed 2,200 characters.
- Posts will include the hashtag #ad if branded content permission not available.