

Sponsored Content Specs

Needs for Article:

- 16:9 ratio high-res image sent as a jpeg
- Article Title (150 characters with spaces MAX)
- Teaser Text (350 characters with spaces MAX)
- Article Copy
 - Sent via a word doc
 - Include where images should go
 - Color code headers the following way:
 - Main Headers: Red
 - Secondary Headers: Orange
 - Tertiary Headers: Green
- Article Topics (only pick those that are relevant to the content in the article)
 - Accounting
 - Budgeting & Planning
 - Contracts
 - Economy
 - Ethics
 - Heavy/Highway
 - Human Resources
 - Income Recognition
 - IT
 - Leadership
 - Legal
 - Reporting
 - Risk Management
 - Specialty Contractors
 - Taxes
 - Workforce
- Send all images for the article as individual files

Needs for Authors:

- First Name
- Last Name
- Suffix
- High-res headshot
- Short Bio (400 characters with spaces MAX)
- Long Bio (1,500 characters with spaces MAX)
- Phone
- Email
- Link to LinkedIn Account

- Twitter handle (Optional)
- Instagram handle (Optional)
- Company Name
- Company URL (start with http://)