

Sponsored Articles and Partner Insights Dedicated Emails Guidelines & Specifications

General Guidelines

As with all advertising, *Partner Insights* and other sponsor content does not necessarily reflect the views of HFM editorial staff and Board of Editors, nor of ASHE and its members.

Sponsored content should not make a pitch. It's about creating valuable resources that are read, shared, and respected by a professional audience. The value in sponsor content is not only in being in front of a target audience, but in being trusted by them.

Sponsor content should:

- Respect our reader's trust and attention
- Be honest, fair, and objective
- Help clinical laboratory professionals make better, more informed decisions
- Use a helpful, positive tone
- Be direct, concise, and easy to read

Sponsor content should not:

- Make biased or exaggerated claims
- Focus only on the benefits or features of a product or service
- Compare products or services to competitors
- Use unnecessarily technical or dense language
- Trick or confuse the reader

As with all advertising, sponsored content must follow the ASHE advertising guidelines. ASHE may reject or remove sponsored content that does not follow our guidelines or that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the HFM and ASHE brands.

HFM Sponsored Articles

Article Requirements

Articles should be informative and explain trends, applications, or use cases that are relevant to HFM readers.

Articles will be reviewed by HFM editors before publication to ensure that meet all applicable guidelines and do not contain obvious grammatical errors. However, approved articles generally will not be copyedited: Advertisers are expected to submit complete and polished pieces ready for publication.

- **Article Length:** 1,200-1,500 words. Please submit as a Word document and include a headline (5-7 words) and brief summary (10-13 words)
- **Header Image:** Limit (1) one image 700x468 static JPG. Please provide optional caption, photo credit, and the URL to which it should link.
- **References:** References are allowed, but not required unless scientific or other factual claims are made that may be unfamiliar to our readers. References should be numbered in the text.
- **Author(s):** The author(s) must be clearly identified, including name, degree, and title/affiliation.
- **Video:** Embed a video for an additional fee.

ASHE will be responsible for final layout and content is subject to editorial review and approval. Please submit materials to Hanna Vedder hvedder@smithbucklin.com at least 10 business days prior to launch date.

Partner Insights Dedicated Emails

Required Materials

Please submit materials to Hanna Vedder hvedder@smithbucklin.com at least 10 business days prior to send date. Dedicated emails are subject to ASHE approval. Distribution cannot be guaranteed if all requirements are not met.

- Subject line (45 characters or less)
- Requested send date (ASHE will confirm final deployment date)
- HTML code (submit as a .html and .txt file)
 - Important: Cannot accept JavaScript and any custom tokens/features from sponsor's email platform

Design Guidelines:

- Limit the design width to no more than 600px
- Design with simple tables, nested tables and/or DIVs (relevant code should begin with the <table> or <div> tag and end with the </table> or </div> tag)
- Use six-digit hex codes for colors
- All links must be embedded

Image Guidelines:

- Use JPEGs, PNGs, or non-animated GIFs
- Use absolute URL and image paths (images, links, etc.); images and files must be hosted by the client— ASHE will not host images
- Use image width and height attributes and values to preserve layout structure when images are disabled
- Plain Text Version
 - Submit your email copy as a Word document

Materials Submission

Please submit materials to Hanna Vedder hvedder@smithbucklin.com at least 10 business days prior to send date. All artwork and content is subject to ASHE approval.

Sponsored Content Disclaimer

ASHE will include information adherent to CAN-SPAM guidelines and prominently display the following disclaimer at the bottom of each email:

"You received this message because your email address is on ASHE's subscriber list for "ASHE Partner Insights." The views and opinions included in this email belong to the aforementioned sponsor and do not necessarily reflect the views and opinions of ASHE. ASHE does not support or endorse connections products or services."

Scheduling, Testing, and Deployment

- Scheduling is conducted on a first-come, first-served basis and ASHE will make all reasonable efforts to accommodate requests for specific send dates.
- If no subject line is provided by the deadline, ASHE will use the following:
 - A Message from ASHE Partner: [Insert Company Name]
- The "From" field will be displayed as "ASHE Partner Insights"
- ASHE staff will forward one test email to the advertiser no less than one day before the scheduled delivery date
- Advertiser must provide written approval via email before ASHE will send the email