

## Sponsored Content Policy and Guidelines

- ASQ will prominently display "Sponsored Content" where the featured article is presented.
- The content **should**:
  - Be informative and explain trends and applications or use case studies specific to the quality field that are relevant to quality professionals.
  - Respect our readers' trust and attention.
  - Be honest, fair, and objective.
  - Help quality professionals make better, more informed decisions.
  - Use a helpful, positive tone.
  - Be direct, concise, and easy to read.
- The content **should not**:
  - Be overtly promotional. The purpose is to create valuable resources that are read, shared, and respected by a professional audience. The value in sponsored content is not only in being in front of a target audience, but also in being trusted by them.
  - 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.
  - Promote products or services that are in direct competition with ASQ's offerings, such as credentials, certifications, or training programs.\*
  - Use language that implies superiority or equivalency to ASQ's credentials or programs.
  - Include comparative statements referencing ASQ or its credentials or training by name.
  - Suggest affiliation or endorsement by ASQ unless previously approved in writing.
- As with all advertising, sponsored content must follow the QP advertising guidelines. ASQ 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 ASQ brand.

*\*Promotion of general programs that contain offerings such as credentials, certifications, or training programs is allowed*

## Sponsored Content Specifications and Requirements

- Articles will be reviewed by ASQ editors before publication to ensure they meet all applicable guidelines and do not contain obvious grammatical or style errors. Advertisers are expected to submit complete, polished already-approved pieces ready for print and/or digital publication. ASQ retains the right to edit and approve content before publishing/posting.
- File Format: Editable Word document. ASQ editors will review and edit the content, then send it back to the advertiser for final review. After the copy is finalized, ASQ editors will lay out the advertorial and send the final layout to the advertiser to approve.
- Length: 800-1,100 words
- Images: Up to three high-resolution images (minimum 300 dpi)
- References: References are allowed but are not required unless scientific or other factual claims are included that may be unfamiliar to our readers. References should be numbered within the text.
- Source: If there are specific authors, the authors must be clearly identified, including name, degree, and title/affiliation. Headshots are optional but must be high-resolution (minimum 300 dpi). If there isn't a specific author, include a company description and logo.
- Logos: Include in your submission a company logo as well as the URL to which it should link. Must be high-resolution (minimum 300 dpi).
- ASQ reserves the right to review content before acceptance.