



Supply Chain Strategies & Solutions **Sponsored Article/Case Study Guidelines**

- Content should be educational in nature and solution-based, geared to solving a common problem or need a supply chain professional would experience. The educational content should not promote the company's product or service but rather communicate best practices that would allow supply chain professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which the supply chain professional would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- AHRMM reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- Content must identify the company and state that it is sponsored content.

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