BLOG SUBMISSION GUIDELINES

FOR CONTRIBUTORS

Thank you for your interest in contributing to the GreenBook Blog! The blog allows you to share your expertise and thought leadership on current topics in insights. Your article will be published on the site and promoted on GreenBook's social media channel if accepted.

You are free to submit an article on the topic of your choice, but we **require that the article is original content and does not have a direct sales component**. Self-promotional content of any kind will not be accepted. Articles typically range from 800-1200 words.

Articles are scheduled on a rolling basis 4-6 weeks in advance. Contributors will be notified of their posting date once available. The editorial team reserves the right to suggest title changes and have complete control over the following: image choice, tags, and summaries/descriptions for content and style consistency. If you wish to make minor edits to your article after publication, you must notify the editorial team within two working days of publication.

Types of Articles Accepted:

- Brand or retailer case study
- Industry trends, events, or news analysis
- Interviews with high-profile leaders
- New methodology or emerging technology feature
- Predictive future analysis
- Tips or guides in "how-to" or "listicle" format

Content Requirements:

- Structured with sections and subheadings, supporting evidence, and specificity in writing.
- Adds value for the reader to improve their work or career.
- Does one of the following: Builds curiosity, helps solve a problem, includes examples or mistakes (i.e. what went right, what went wrong), brand or retailer names, money, or financial impact.
- Article points are backed up with facts, statistics, research, graphs or data visualization, clear argument or position.
- Maximum of three external links that must be relevant to the topic (pending approval from the GreenBook Blog editorial team). Self-promotional or affiliate/sponsored links are not accepted.
- If referencing another publication, the source must be cited or attributed. The GreenBook Blog has a zero-tolerance policy for plagiarism.

Ready to send in your article? Complete the following information via the **online submission form**. Submissions sent via email are not accepted.

1) Full name of the author (a maximum of two credited authors per article)
2) Author's job title
3) Author's company
4) Author's bio (200 characters maximum, including spaces)
5) Author's headshot (at least 500 x 500 pixels, no white background, PNG or JPEG file)
6) Article title (85 characters maximum, including spaces, subject to change by the GBB editorial team)
7) Article summary with 3-5 key take away or points about what the reader will learn (275 characters max)
8) Article copy (1,200 words maximum, including spaces)
    a. Subheadings are required
9) Supporting images (ex graphs, charts, pictures) must be high quality and are subject to editorial approval. If submitting multiple images upload as a .zip file or email directly to blog@greenbook.org.

Questions? Reach out to blog@greenbook.org for assistance. For Asia-Pacific focused content inquiries, please contact Colin Wong (cwong@greenbook.org).

Disclaimer: *The GreenBook Blog editorial team will review all submissions. We reserve the right to make any changes required to fit the GreenBook Blog editorial standards. All changes or edits will be sent to the author before publication.*