Guidelines for Clients

ONE ARTICLE PLACEMENT

The One Article Placement service provides clients with the opportunity to publish a single, **ready-to-publish draft** on any of the available publications within the NewsAnchored network. This service does not grant clients access to Article Genie, an AI writing tool accessible through NewsAnchored's portal.

Clients have the flexibility to choose one publication for each order placed. Upon approval of the draft, the publication process will be initiated, and the article is expected to be live **within 3-5 business days**. This streamlined process aims to provide clients with a convenient and efficient means of showcasing their content on NewsAnchored's diverse publications.

The submitted draft and accompanying image must adhere to the rigorous standards set by NewsAnchored and its media partners. In the event that the draft, image, or other requirements fail to meet these standards, clients are responsible for making the necessary revisions themselves.

Publications offered under the One Article Placement Service

- New York Weekly
- Artist Weekly
- The Chicago Journal
- Portland News
- BLK News
- Influencer Daily
- CEO Weekly
- San Francisco Post
- US Insider
- Famous Times
- Atlanta Wire

- New York Wire

- Net Worth

- Miami Wire

- Los Angeles Wire

- Entertainment Monthly News

- Entertainment Post

- Music Observer

- Voyage New York

- Celebrity News

- Economic Insider

- US Business News

- Market Daily

- Texas Today

- US Reporter

- Real Estate Today

- The Wall Street Times

- Kivo Daily

- Women's Journal

- World Reporter

Article Format

- Article length: 450-1000 words

- All articles should be in third-person perspective

- Maximum of seven hyperlinks

- Title font and size: Arial 20

- All subheadings should be Heading 1

- Content's font and size: Calibri 12

- Text color should be black

- Margins: Left Bar 1.00 / Left arrow 0.00 / Right arrow - 6.50

- Must not have a plagiarism score of more than 5%

Image Guidelines

- 1 main picture with high-quality horizontal layout (1200x600 dimension)

- The client may submit a total of three (3) photos per article, preferably high-quality horizontal layout (1200x600 dimension).

- Photos must not have 80% empty solid background or space.

- Photos must not have been published on another publication.

  Photo Credits

    - Photo credits are mandatory for all submitted images.

    - Accepted credits: client name, subject of the photo, PR firm name, photographer/photography studio name

    - For photos credited to photographers/studios, clients must provide owners' authorization for NewsAnchored's use. Editorial team will verify for potential copyright claims.

  Photo Licensing

    - Submitted photos must be licensable for distribution/promotional content.

    - NewsAnchored allows the use of stock photos from its licensed library on DepositPhotos and Unsplash. Clients can select an image from these sites and provide a link to the downloadable image when submitting their order forms.

Declined Article Topics

Submissions on the following topics may be declined or require revision to align with NewsAnchored and its media partners' guidelines.

- Politically charged content (PR Articles for politicians allowed without mention of candidacy)

- Satirical or slanderous articles

- Listicles mentioning multiple entities (depending on wording)

- Content prohibited by Social Media Sites

- Pornography-related articles

- Explicit content

- Cryptocurrency. NFTs, blockchain technology and the like

- Unverified Pharma/Pharmaceutical related articles (Unverified with therapeutic/medicinal claims)

- Gambling, including online betting and gambling sites

- Offers about moneymaking opportunities (moneymaking schemes)

- Offers to purchase specific stocks

NEWS BLAST

News Blast is a press release distribution service that disseminates news-worthy content to more than 200 affiliate news sites of NBC, CBS, and Fox. Affiliate sites are platforms that collaborate with major networks to share content, ensuring widespread coverage and exposure and maximizing the impact and reach of the release across diverse platforms.

The process includes drafting and editing of the content, and may take up to five (5) business days for publication after clients send their approval of the draft. NewsAnchored offers assistance in crafting and refining the press release, ensuring alignment with the service's guidelines.

Image Guidelines

- 1 main picture with high-quality horizontal layout (1200x600 dimension)

- The client may submit a total of three (3) photos per article, preferably high-quality horizontal layout (1200x600 dimension).

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Topic Guidelines

- Topics must be **news-worthy, not advertorial, and not salesy**
- Biographies and feature articles are not allowed

  Declined Topics

  - Betting

  - Supplements

  - Credit scores, reports, ratings

  - Voodoo or religious matters

  - Bitcoin or crypto

  - NFTs/blockchain

  - DeFi

  - Game tokens

  - CBD

  - Racism

  - Politics

  - Mentions/references to songs or platforms with explicit content

  - Promotional or lifestyle topics (travel, health, leisure, house and home, personal finances, fitness, green living, cosmetics, cooking, interior design, gardening, hobbies, handcrafts, work-life balance, etc.) unless part of business, product, or service announcements

  - Lifestyle and Arts and Culture-related topics related to new book releases, movie launches, music releases, new paintings exhibitions, etc.

  - Sales or marketing terms with "buy," "free," "free trial," "discount," "money back guarantee," "money-back," or "act now" hyperlinked within the content.

Other Requirements

- **Media Contact Details**

The client must complete the following information as they will be included in the live article.

- Country
- Media Contact
- Company
- Email
- Phone number
- Website
- About Section (about the subject)

BILLBOARD SERVICE

NewsAnchored's billboard service places advertisements in the iconic New York Times Square, providing a high-impact platform for businesses to showcase their messages to a vast and diverse audience.

Billboard Details

Screen Dimensions: 195 FT. width x 91 FT. height (Actual display is square with a dimension of 91 ft x 91 ft)

Daily In-Person Impressions: 1.5 million

Daily Visitors: 400,000 (80% of NYC tourists visit Times Square)

Play Time: one-time only for 15 seconds

Estimated Time of Delivery: 5 days

We provide a video proof of play within 2 business days of your published ad.

Scheduling

- Ads scheduling requires completion of all requirements, including intake form and correctly formatted material.

- Ads will be scheduled at least one week after the completion date to allow for processing and coordination.

- The NewsAnchored team has discretion in scheduling ads, based on slot availability.

- Scheduling is subject to availability and operational constraints.

- The process is non-negotiable, and clients cannot choose a specific publication date for their ads.

Documentation/Delivery

- NewsAnchored provides a New York live cam screen recording for documentation purposes

- Clients can choose to visit the location for ad recording

- Estimated delivery time for screen recording documentation: 24-48 hours post-ad play

Submission Requirements

Material must be in **JPG/JPEG format** with the dimension of **900px x 900px** (square)

Content Guidelines

What kinds of content are allowed?

- promotion of individuals, personal brands, businesses, or business brands

- content aids in expanding one's social media reach, such as profile platforms like TikTok, Instagram, Twitter, and Facebook

- social handles **but excludes QR codes, URLs, websites or phone numbers.**

What kinds of content are NOT allowed?

- Content with QR codes, URLs, phone numbers, or addresses is not allowed.

- Content for which clients do not hold the rights.

- Material that has been paid for, sponsored, or endorsed by a third party, brand, or company.

- Content related to a third-party company or brand that clients do not represent.

- Content showing and/or referencing dangerous acts, suicide and self-harm, nudity and sexual activities, bullying and harassment, hateful behavior, and violent extremism.

- Material related to integrity and authenticity, illegal activities and regulated goods, violent and graphic content, copyright and trademark infringement, and platform security.