



Sponsored Article Specs & Processes

What is it?	A sponsored article is an article all about your business, organization, or event. Most articles are around 600 words long and include photos.
Who does the writing?	<p>A GRKIDS & Co. team member will write the article.</p> <p>You will supply the writer with a basic outline (clearly state your main points) and do a phone interview with the writer, if desired.</p> <p>The writer will complete the article and share a draft with you for revisions before submitting it to the editor for final in-house edits. We require your approval before publishing.</p>
Do I need to provide photos?	Yes. Photos will be submitted at the same time you submit your basic outline of talking points. Upload 4 to 6 JPG or PNG images.
Will my photos work?	<p>Photos help us tell your story in a big way. Make sure your photos meet these parameters to boost your article's performance (low-quality photos will hurt your article):</p> <ul style="list-style-type: none">• Do not send photos with text overlay or filters.• Please submit high-resolution images in PNG or JPG file format, and at least 800 px wide.• You are liable for the photos you submit. Only send images that you have rights to. You must also have photo releases // permission from any of the identifiable people in your photos.
What else do you need?	Please upload a logo.
Where do I upload my photos and outline?	You will be given a link to an upload form . You will upload your photos and your basic outline at the same time.
When will the writer call me for the interview?	<p>If you've requested a phone interview in your submission, our writer will reach out to you to set up a phone interview after you've uploaded your outline.</p> <p>This is typically a few weeks before the article is published.</p>
When will the article be online?	<p>You will review your proof with the writer before the article publishes to confirm content, accuracy, and coverage.</p> <p>The article will not publish until your final approval has been given.</p> <p>If there is a delay in communication (you are on vacation, ill, etc.) and we are unable to obtain approval in a timely manner, we will reschedule the publication.</p>