

EDITORIAL GUIDELINES & CONTENT STANDARDS

FOR SPONSORS

Binding Guide for Digital Sponsorship Deliverables from The smarter E Europe

To maximize reach, engagement, and brand awareness among our target audience, all sponsored content is subject to editorial quality standards.

Our core principle is value over advertising. Articles that share industry expertise and highlight concrete B2B solutions consistently perform best.

Please read the following guidelines carefully before submitting your materials.

1. GENERAL PRINCIPLES (APPLICABLE ACROSS ALL FORMATS)

- **No promotional language:** Avoid overly sales-driven language, superlatives ("the best product in the world"), direct calls to action ("Buy now"), or pricing details.
- **Content-driven & solution-oriented:** Focus on market trends, technological innovations, best practices, or well-grounded case studies. The core problem being solved and the practical benefits must take center stage.
- **Product mentions in context only:** Brand names and specific products may be mentioned, but strictly within a relevant, practical context (e.g., as part of a real-world project overview). A maximum of 3 product mentions per post/placement is allowed.
- **Editorial discretion:** The smarter E Europe reserves the right to edit, rephrase, or return submitted content to the sponsor for revision if it does not meet our quality standards.

2. SPECIFIC FORMAT SPECIFICATIONS

A. Guest Article / Expert Article

Your platform for deep industry insights and best practices, featured in our News section and amplified in our monthly visitor newsletter. (Limited to max. 12 articles per year).

- **Length:** 800 to a maximum of 1,200 words.
- **Structure:** Catchy headline (max. 80 characters), short intro/teaser (max. 40 words), well-structured main body with descriptive subheadings.
- **Guest author:** Articles must be authored by a real person (a subject matter expert from your company, not a sales representative). Please provide a brief author bio (max. 50 words) including company title, along with a professional headshot.

- **Visual assets:** 1–3 high-resolution images (minimum width: 1,920 pixels, landscape orientation). Charts and tables are welcome. Note: No standalone product cutouts, promotional banners, or graphics with heavy text overlays. You must hold full image rights.
- **Linking:** A maximum of 2 dofollow links throughout the entire article. These should lead to informative, high-value content (e.g., a white paper, corporate website, or dedicated B2B landing page). Direct links to an online store are not permitted.

B. LinkedIn Image Post

Visibility across our global The smarter E LinkedIn channel (includes a paid boost targeting at least 10,000 impressions). Limited to max. 12 posts per year.

- **Focus:** A concise industry insight, compelling statistic, or thought-provoking takeaway that drives community discussion.
- **Asset submission:** You provide the core message (3–5 bullet points), key facts, or quotes. Final copywriting (including hashtag research) is handled by our social media team to guarantee optimal platform fit.
- **Visual assets:** One strong, impactful campaign image (1200 x 1200 px or 1080 x 1350 px). No trade show promotional flyers or text-heavy graphics.
- **Approval process:** You will receive the final draft for review (includes 1 round of feedback).
- **Links:** To optimize performance within the LinkedIn algorithm, your target link will typically be placed in the post's pinned first comment.

C. LinkedIn Carousel Post

Our most interactive format for thought leadership—optimized for maximum dwell time. Limited to max. 12 posts per year.

- **Focus:** Ideal for step-by-step guides, breakdowns of complex study results, or visual case studies.
- **Length & structure:** 5 to a maximum of 10 slides.
- **Asset submission:** You supply the raw content (data points, core arguments, project phases). Visual design and copywriting are handled by our event team in a modern, platform-native design.
- **Text per slide:** Short and concise. Ideally no more than 2–3 sentences per slide to ensure mobile readability.
- **Approval process:** 1 round of feedback is included in the package.

D. Podcast Sponsorship

Native audio placement for brand awareness and expert positioning among B2B decision-makers. Limited to max. 1 sponsor per episode.

- **Audio mention (Host-Read):** Our host reads a native sponsor mention during the episode intro.
- **Script guidelines:** Script length must not exceed 15 to 25 seconds of read time (approx. 40–60 words) and must remain informative and neutral in tone.
 - **Good Example:** "This episode is brought to you by [Company Name]. As a specialist in smart grid integration, [Company Name] helps municipal utilities efficiently integrate renewable energy into existing infrastructures."
 - **Bad Example:** "This episode is presented by [Company Name]. Buy our new inverters today at the best price on our website!"
- **Visual presence:** Please supply your company logo as a vector file (EPS, SVG, or high-resolution PNG with a transparent background) for integration into the episode cover art.
- **Show notes:** You may submit 1 link to a relevant B2B landing page along with a short accompanying sentence (max. 150 characters) for the episode description (show notes).

3. DEADLINES AND CONTACT PERSON

Please submit all required deliverables (copy, image assets, links) to your dedicated point of contact at The smarter E Europe **at least seven business days** prior to the scheduled publication date. Publication on the requested date cannot be guaranteed for late submissions.