



Connections Sponsored Content Guidelines

Site Overview

Applied Client Network (ACN) exists to help the clients of Applied navigate the solutions and technology better. We believe in empowering the Applied users of any products to realize better results for their organization and that is why our mission is to educate the agencies and brokerages that are powered by Applied solutions and products and the education and resources they need, no matter their role or system.

Official Topics

Connections categories include:

- Insurance (<https://www.appliedclientnetwork.org/Connections/Insurance>)
- Technology (<https://www.appliedclientnetwork.org/Connections/Technology>)
- Operations (<https://www.appliedclientnetwork.org/Connections/Operations>)
- Commentary (<https://www.appliedclientnetwork.org/Connections/Commentary>)

Sponsored Content Rules

Sponsored content, as defined by ACN, is content which is supplied by the external company or organization and posted to *Connections* for a fee. All sponsored content submitted to ACN will feature the sponsoring company's logo and verbiage to delineate it from original *Connections* content. It can live in any section of the *Connections* site.

Sponsored content must adhere to a strict set of rules in order uphold the editorial integrity of the publication. They are as follows:

- **Avoid the pitch:** Sponsored content must be educational, not purely promotional. Your piece must be written in a fresh and thoughtful manner, providing commentary on issues relevant to the bank insurance and securities audience. It should be written by someone who has unique expertise or experience, and in a manner that is accessible, compelling and free of jargon.
- **Provide informative, actionable information:** All content inquiries and submissions must be educational and provide actionable information that bank insurance and securities professionals can apply to their day-to-day activities.
- **Speak in broad terms:** Your piece should not be centered solely on your company or product. Instead, it should speak in broader industry terms. Presenting a challenge, along with a solution — without mentioning your company or product name — will go a long way in providing an authentic and impactful voice to our audience. In addition, content should be written from the third-party perspective, unless it is a case study of something specific to your company or organization.
- **Be a compelling storyteller:** Whenever possible, base your story on real customers with real people solving real challenges. Speaking in particulars rather than the hypothetical paints a more compelling story for the reader.



Sponsored Content Guidelines

These guidelines have been created for Applied Client Network's *Connections* in order to generate a relevant, consistent experience for our professional community. External companies and organizations providing thought leadership to our audience must abide by these as part of a Sponsored Content agreement. All final submissions should be made to the *Connections* editors at connections@appliedclientnetwork.org.

- Create the article in a Microsoft Word, text or HTML document.
- Provide a suggested title or headline that is catchy and is 10-15 words or less.
- Articles should be 500–700 words. If your thoughts extend beyond 700 words, please consider doing a series of posts on the subject.
- Content should be original and any references to other work, research or copyrighted material should be properly cited.
- Please ensure that your opening paragraph is impactful and distills the thought leadership contained within the full post.
- Identify all hyperlinks within your article. Links must be useful and relevant. Irrelevant or excessive links may be removed at the editor's discretion. If you have a list of resource links, please include them at the end of the submitted document.
- *Connections* editors reserve the right to revise to fit the Applied Client Network style and voice.
- The final submission *must* include:
 - A byline that details full name, title and company as you want it to appear.
 - An author headshot and bio. (Headshot should be the highest resolution possible.)
 - A PNG logo file for the sponsoring company.
 - An executed author agreement.