Content Guidelines
Sponsor Blog Guidelines
Process Guidelines

• Before writing your piece, MEF recommends providing a small ‘pitch’ paragraph to validate the content is appropriate.

• Provide the full blog, following the content guidelines. After blog submission, MEF will provide:
  • Copy proofreading
  • Publication editing and finalization

  Should the blog require more substantial rework due to content or other element, we’ll return with requested updates.

• Publication-ready blog will be returned with estimated publication date and URL.

• After publication-ready blog is returned to you with editing and MEF approval, you have the option to retract publication should you wish.

• Once published, your blog will be featured on MEF.net and promoted throughout MEF’s social platforms.

• When promoting your blog on social media channels, please make sure to:
  • Include the series hashtag: #MEFInfiniteEdge
  • Link to your blog’s URL on the Infinite Edge Series site
Key Content Guidelines

• Target 750 words
• You may include a featured image* with your copy. MEF will provide an image if one is not supplied.
• Additional charts or diagrams can be added to the blog. They should not reference any commercial product names.
• All blog images should be sized at 897 x 504px.
• Blog content must be original to the Infinite Edge Series and relate to the series or particular episode topic(s).
  • Content should be thought-leadership oriented. No commercial or self-promotional content.
• A URL to your company site will be included in the blog. One additional URL may be included within the blog.
• Author name, title and company must be included.
• Including an author bio and photo is recommended but not mandatory.
• MEF will include your company logo at the bottom of your blog.

*Images to be provided with appropriate digital publication rights
Sponsor Vlog
Guidelines
Process Guidelines

- Before recording your video, MEF recommends providing a small ‘pitch’ description to validate the content is appropriate.
- You can record your video following the content guidelines. After submitting your video, MEF will provide:
  - Approval of script copy
  - Feedback and/or recommended adjustments to production
- MEF will communicate feedback of your submission, otherwise the estimated publication date and URL will be communicated.
- You have the option to retract publication should you wish.
- Once published, your vlog will be featured on MEF.net and promoted throughout MEF’s social platforms.
- When promoting your video on social media channels, please make sure to:
  - Include the series hashtag: #MEFInfiniteEdge
  - Link to your vlog’s URL on the Infinite Edge Series site
Key Content Guidelines

• An intro and closing frame will be added to each vlog and will include the title of your video with your company logo, as well as the MEF Infinite Edge Series logo and website.

• Videos should target a maximum of 2 minutes. (need file size/type/resolution guidelines)

• Production guidance:
  • Be conscious of your video’s lighting when recording. Natural light always reads better on camera and can be more forgiving. We suggest shooting your video outdoors, if possible, to take advantage of the more natural lighting.
  • Make sure your audio can be heard at a normal volume. Eliminate any background noise or distracting sounds to keep focus on the content of the video.

• Vlog content must be original to the Infinite Edge Series and relate to the series or episode topic(s).
  • Content should be thought-leadership oriented. No commercial or self-promotional content.

• Videos should be sized at 1920x1080 and saved with highest quality to allow for front-end compression.

• A URL to your company site will be included in the copy of the associated post your video.

• Author name, title and company must be included with the video file.