



Information. Insight. Inspiration.

GUIDELINES FOR WRITER CONTRIBUTIONS

The following guidelines apply to all of our healthcare audiences.

Most ADVANCE content is now online although we do publish a series of digital magazines throughout the year and offer occasional print opportunities.

If you are interested in publishing content on our website or providing content for a digital edition, we do accept submissions at any time. If the content is approved for publication or selected for a digital edition, it will be added to the applicable content calendar.

ADVANCE does not charge for content submissions that are educational, timely, relevant and/or helpful to healthcare professionals personally and professionally.

We do however charge for content that is essentially meant to promote a product, service or business including press releases. Please email contact@advancweb.com if you are interested in native advertising or have a press release that you would like to submit. If the press release topic is of specific interest to our healthcare community you may be contacted by our editorial team for a follow-up interview.

WRITERS GUIDELINES:

- Articles should be vendor-neutral and must not promote any specific products or services (links to products or services can be included if they are highly relevant to the content or as part of the byline)
- Links to relevant and helpful sources/resources can be included within the body of the content
- Articles must be unique to ADVANCE and cannot be published on any other website or in any other publication.
- Articles should offer constructive and interesting advice, relevant clinical/technical information and/or be of general interest to healthcare professionals or highly relevant to a specific audience
- Sources should be cited at the end of the article where applicable
- Images, illustrations, charts and tables are welcome and should contain alt-tag text
- Articles should be in the 800 to 1,500-word-count range (the more the better)
- Articles must include a relevant title and subtitle that explains the content of the article in an SEO friendly format
- Author bio and headshot should be included if available
- All articles are subject to final review and editing by ADVANCE staff
- Certain content may be subject to peer review
- All accepted content will be scheduled by ADVANCE and published as needed
- Articles should be submitted directly to contact@advanceweb.com via Word Doc (pics can be attached or included in the article). You can call 484-300-4940 to follow up on your submission.

In certain cases ADVANCE/Elite may believe a content piece warrants a more in depth approach usable for Continuing Education. If a piece is selected we will reach out to you directly to confirm interest in participating in further development of your work as all CE content is peer reviewed and subject to stringent standards and guidelines. If you are interested in developing CE content please email contact@advanceweb.com

Questions regarding content can be submitted to contact@advanceweb.com or you can call 484-300-4940.