

GUIDELINES FOR WRITER CONTRIBUTIONS

The following guidelines apply to all of our healthcare audiences.

Most ADVANCE content is now online. We do publish a series of digital magazines throughout the year and we will offer occasional print opportunities. Editorial Highlights for each healthcare audience with approved topics are available on our [media kit page](#).

ADVANCE does not charge for content that is considered a well-researched and documented clinical or technical submission or for content that is purely educational, timely, relevant and/or helpful to healthcare professionals personally and/or professionally. If you are interested in publishing content on our website or providing content for a digital edition, we accept submissions at any time to contact@advanceweb.com. If the content is approved for publication or selected for a digital edition, it will be added to the applicable content calendar and you will be notified.

ADVANCE DOES CHARGE for sponsored content (advertorial/native) that is essentially meant to promote a product, service or business including press releases. At the discretion of management, fees for sponsored content may be waived if they are accompanied by paid advertising or if a press release topic is of specific interest to our healthcare community and warrants a follow-up interview from our editorial team. Please email contact@advanceweb.com or call 484-300-4940 if you are interested in placing sponsored content, advertising or have a press release that you would like to submit for consideration.

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 include alt-tag description 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. All titles are subject to change.
- 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 when 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. Please include 'Editorial Content Submission' in your subject line.

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.

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