

## ADVERTORIAL GUIDELINES

**TRANSFORM** magazine is a resource providing IEMA members with real insight, thought leadership and sustainability and environmental expertise across a wide variety of sectors.

**TRANSFORM** may also consent to publish advertorials both in print and online under the following terms and conditions:

We reserve the right to maintain the editorial style of our publications and in so doing all advertorials must adhere to our design requirements for advertorials. By adhering to these requirements, the process for the potential approval of your advertorial will be expedited.

Guidelines for advertorial copy are outlined below:

- Headlines must be contained on a single line
- Body copy should be 500 words for a single page
- Body copy should be 1000 words for a double page spread (DPS)

Word counts are approximate. You may be required to cut or add content as requested by our editorial team. Word count may also be reduced with the addition of charts/graphs and other images.

All contact information must be included in the bio area at the bottom of the advertorial and limited to 30 words (inclusive of the overall wordcount).

All copy submitted is subject to approval and/or editing by our editorial team for editorial style, spacing and grammar. Ads within advertorials are not permitted.

**TRANSFORM** will add 'ADVERTORIAL' or 'ADVERTISEMENT FEATURE' at the top of each advertorial with text size dependent on advertorial design.

Advertorial content should be written in the style of an article that discusses the application, use and educational benefit of the product/service (as opposed to the features of the product/service) and ideally will include real-life scenarios or case studies to demonstrate effectiveness.

Advertorial space will be offered on a limited basis for a fee per advertorial. This fee may be adjusted from time to time at the magazine's discretion. Advertorial submissions will exist on the TRANSFORM website: [iema.net/transform](http://iema.net/transform) in perpetuity unless advertiser requests removal, or if the advertorial content becomes redundant.

## **IMAGES**

The advertiser must be the copyright holder of any image provided with copy, and must have written release for images including people.

Images must specifically relate to the advertorial message or product. Featured images should ideally be 300dpi or 2+MB.

If a selection of images is provided, we may not use them all.

## **LINKS**

Links in advertorials should be classified as sponsored links and must be relevant to the advertorial topic. All links must be approved by the TRANSFORM editorial team.

## **LEGAL**

So far as you are aware, the content submitted will not infringe any third-party rights, be defamatory or in any way illegal.

All views expressed by the advertiser remain the responsibility of the advertiser. TRANSFORM magazine, IEMA and Redactive accept no responsibility for views expressed in articles/advertisements.

You agree to indemnify TRANSFORM against all claims, damages, losses and expenses, and reasonable fees arising out of, or resulting from, any action by a third party against TRANSFORM that is based on any claim that any Advertorial infringes a copyright or other proprietary right.

By submission of your advertorial, you agree that you have read this Agreement and agree to be bound by it, and you also agree that the foregoing accurately reflects our agreement with respect to the subject matter hereof.

**Sharon Maguire**

Editor

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TRANSFORM The magazine for environment and sustainability professionals

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