



CLN Industry Insights – Sponsor Content Policy and Guidelines

Updated 10.5.2018

Industry Insights is a CLN program that features informational articles paid for and created by advertisers that are published on the CLN section of the AACC.org website.

As with all advertising, *Industry Insights* and other sponsor content does not necessarily reflect the views of CLN editorial staff and Board of Editors, nor of AACC and its members.

CLN will prominently display “*Sponsor Content*” wherever *Industry Insights* articles are shown. In addition, each article will include the following disclaimer: “*Industry Insights are created and paid for by advertisers. The views expressed in these articles do not necessarily represent AACC’s views, and their inclusion CLN is not an endorsement by AACC.*”

Article Requirements

Articles should be informative and explain trends, applications, or use cases of science, technology, and practice in laboratory medicine that are relevant to CLN readers.

Articles will be reviewed by CLN editors before publication to ensure that meet all applicable guidelines and do not contain obvious grammatical errors. However, approved articles generally will not be copyedited: Advertisers are expected to submit complete and polished pieces ready for publication.

- **Length:** 800-1,300 words
- **Images:** up to 3 images at 300 x 250 pixels
- **Video:** an embedded link with image to a YouTube or Vimeo video is allowed—note that articles that include videos are offered as a separate category and require additional editorial review. Video content is subject to the same guidelines as all other advertiser content. Embedded videos are only offered within an *Industry Insights* article.
- **References:** references are allowed, but not required unless scientific or other factual claims are made that may be unfamiliar to our readers. References should be numbered in the text.
- **Authors:** the authors must be clearly identified, including name, degree, and title/affiliation
- **Logos:** include in your submission a company logo as well as the URL to which it should link.

General Guidelines

Sponsor content should not make a pitch. It’s about creating valuable resources that are read, shared, and respected by a professional audience. The value in sponsor content is not only in being in front of a target audience, but in being trusted by them.

Sponsor content should:

- Respect our reader’s trust and attention
- Be honest, fair, and objective
- Help clinical laboratory professionals make better, more informed decisions
- Use a helpful, positive tone
- Be direct, concise, and easy to read

Sponsor content should not:

- Make biased or exaggerated claims
- Focus only on the benefits or features of a product or service
- Compare products or services to competitors
- Use unnecessarily technical or dense language
- Trick or confuse the reader

As with all advertising, sponsored content must follow the AACC advertising guidelines. CLN may reject or remove sponsored content that does not follow our guidelines or that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the CLN and AACC brands.

Space/materials due two weeks prior to launch date. Please submit artwork and insertion orders to aacc@townsend-group.com

For more information, please contact Kevin McDonnell at 202.367.1259 or aacc@townsend-group.com.