BizBash.com Content Marketing Instructions and Specifications

Create your BizBash Custom Content Marketing piece in three easy steps!

1. **Create text** for your piece
2. **Select** your photo
3. **Submit** your material

Content Marketing Appears as SPONSORED: ADVERTISER CONTENT

Thank you for purchasing Custom Content Marketing! Here's what you get: The ability to connect directly with BizBash.com's 170,000+ unique monthly visitors and our tens of thousands of social media followers.

Advertiser Content Copy

Your article should inform our audience of corporate and independent meeting and event planners about any new product or service you are offering, an event you hosted, renovations to your space, or anything else that would inspire them to consider your venue or service for their next project. Copy should be a maximum of 500 words

Hero Box Image

Send us one strong image to post with your story and in the hero box position on the BizBash.com home page. You must include a caption and photo credit. We cannot post images that do not contain this information.

Image specs

Please supply a low resolution (72 DPI) static JPG or GIF photo or image. Required dimensions are 700 pixels wide by 467 pixels high. Images not submitted with these dimensions will be automatically resized by our content mangagement system which may negatively impact image clarity.

How to submit your material

Just use our online submssion form: bizbash.com/contentmarketing. Please submit one week prior to your anticipated post date. Ideal posting days are Tuesday and Thursday.

Tips and best practices

1. **Seek to inform and/or inspire event planners.** We understand you have a business to promote. The best results we have seen keep the sell to a minimum.

2. **Headlines matter!** Consider these 10 or so words carefully. Use words designed to grab attention as our audience scans our blog roll or their social media newsfeed very quickly.

3. **Keep your material either timely or timeless.** If there is a major event that can serve as a backdrop to your message, sieze upon it. If there is a piece of information or advice that will serve event planners no matter when they read it, spin it to serve you and inform them.

4. **Post a unique story.** If our audience has seen your story in other places they will be less likely to respond to it on our site. We are not asking for exclusivity, but give our audience something new to think about, even if they think they know you, or have seen your story before.

5. **Promote your story.** We will send you a link that you can post to your social media channels, place on your Web site, or email out to your list. The more readers the better!

Additional terms & conditions

Submitted copy that is found to be excessively promotional will be returned for revision. Copy may be edited to match our editorial style. The first mention of your company name will point to your listing on BizBash.com.

BizBash reserves the right, at its sole discretion, to reject any and all advertising content that, in its sole opinion, violates the law or is otherwise inappropriate.

Submit materials to production@bizbash.com.