



Editorial guidelines for article promotion with the Cloud Awards or SaaS Awards

Overall, articles should add fresh, insightful, “magazine”-style content to the Cloud & SaaS Awards website. For direct advertising, please [contact the Awards team](#) for information regarding online sponsorship.

- Shortlisted candidates are eligible for **one article per organization per awards program**: i.e., if shortlisted in two categories for the SaaS Awards, an organization may submit one article. Winning candidates may publish one additional article per category win.
- The article must be **no shorter than 1,000 words and no longer than 2,500 words**. Longer, detailed articles are best.
- The article should be in the form of a **thought piece from a spokesperson** in the shortlisted organization (please be sure to seek appropriate sign-off).
- The article should provide some value to visitors to the Cloud & SaaS Awards website and **not take the form of a blatant advertisement**. Consider taking an interesting angle, quoting sources, etc. **A journalistic style which discusses real issues and avoids overt advertising is more likely to be approved and will achieve better traction.**
- Similarly, article submissions employing overt or outdated SEO techniques will be rejected.
- Non-advertorial articles of up to **2,500 words can include an additional 250-word “box-out”** promoting the service offering (for a maximum total of 2,750 words). This is a good way to provide striking, useful content to website visitors while accommodating direct promotion of your service.

- The article must be **unique and original** content, and **never published elsewhere** – now, or in the future.
- It is preferential to provide a **photograph of the spokesperson**; where one is not provided, the Awards team may source one separately.
- The article may contain up to three links, including up to **one link to the shortlisted organization** website.
- Mentions of service offerings and promotions are allowed but must be referenced delicately and in line with these guidelines.
- You should provide **at least one high-res image** to accompany your article. This is in addition to the author photo.
- The article will be edited by the Cloud & SaaS Awards editorial team for consistency, style and grammar.
- Consider the timing and let us know if there is a specific date you wish to publish. Be aware that we have our own editorial calendar and may not be able to accommodate all requests for specific timings, particularly if submitted with little notice.

Suitable angles for your article could include:

- Thoughts on current trends or the direction of the SaaS industry or cloud computing in general; futurology
- Personal accounts of operational challenges, such as launching a start-up; entrepreneurialism; seeking funding, or otherwise growing a successful business
- How service offerings uniquely meet client needs; market analysis; customer case studies; satisfaction research and success stories.

Please email materials to editorial@cloud-awards.com. Publishing of articles is at the discretion of the Awards Team, and we reserve the right to remove or edit articles at any time.