



The Cloud Awards Editorial Guidelines

Background

The Cloud Awards operates five annual awards programs – The Cloud Awards, The SaaS Awards, The Cloud Security Awards, The A.I. Awards, and The FinTech Awards, each with numerous categories open for submissions. All entrants go through a three-step judging process resulting in:

1. A shortlist – typically up to 20 entrants per category
2. Finalists – typically up to six entrants per category
3. A winner – typically one per category

Entrants that make it through to any, or all, of these stages are entitled to submit an article to be published on the Cloud Awards website, and shared via social media channels.

Organizations may **submit one article per awards program, per judging stage**. E.g., if you are shortlisted in two or more categories in an awards program, you may submit one article. If you make it to the finalist stage, you may submit another article. If you go on to win, you may submit a third article.

Articles are submitted to The Cloud Awards editorial team at editorial@cloud-awards.com, where it will undergo a review against these editorial guidelines, and scheduled into our editorial calendar.

Article Composition

The article should be structured along these guidelines:

- **Article Length:** Must be between 1,000 – 2,500 words. Longer, more detailed articles tend to gain better traction.
- **Links:** Should contain around three to four links, including one to your own organization. Ideally, the links should lead to other sites, articles, or studies that are supporting the statistics, claims, or points being made in the article content.
- **Images (optional):** You can provide images to accompany your article – a ‘headline’ image, and some supporting images to be embedded amongst the content. Images

Please send any materials for editorial consideration to editorial@cloud-awards.com.



should be a minimum resolution of 1200x800px, preferably higher, and provided as a JPG or PNG.

- **Author Details:** Please provide the name and job title of the author, a photograph or headshot of the author, and a short (around two sentences) biography. Where a photograph and/biography is not provided the Cloud Awards editorial team may source these separately using information available in the public domain.
- **Service Promotion (optional):** You may include an additional 250-word “box out” section promoting your service or organization. If doing this, please provide an image of your company logo to be included in this section.

Article Content

The article content itself should follow these guidelines:

- **Unique:** The article must be unique and original content. It should not be published anywhere else, either now or in the future.
- **Thought Leadership:** The article should be in the form of a journalistic “thought leadership” piece. Articles should add fresh, insightful, “magazine-style” content. This could be in the form of:
 - Thoughts on current trends, or predictions on the direction of Cloud/SaaS/Security/AI/FinTech in your industry.
 - Accounts of operational challenges, entrepreneurialism, or issues facing your industry, or challenges your customers are facing.
 - How types of service offerings uniquely meet client needs or market analysis.
- **Avoid Advertisement:** The article should not take the form of an advertisement or promotion for your organization, product or service. Mentions of particular services is allowed, but must not take the form of overt promotion or advertisement.
- **SEO:** Articles employing overt or outdated SEO techniques will be rejected.
- **Criticism:** Any criticism or negative positioning of other organizations will be edited, or removed from the content entirely.

Publication Process

Articles and supporting materials (eg. images) should be sent to editorial@cloud-awards.com.

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- **Lead time:** There is typically a lead time of 6-8 weeks on the publication of articles, sometimes stretching to 3-4 months during busier periods. Please be patient with our editorial team.
- **Timing Requests:** If there is a specific date you would like us to publish your article please notify us. We will do our best to accommodate such requests but can not guarantee we will be able to, especially if given little notice.
- **Editing:** The editorial team will edit each submission for consistency, style and grammar, in line with these guidelines.
- **Notice:** Our team will endeavor to notify you where your article sits on the calendar, so you can prepare for its promotion.
- **Promotion:** As well as publishing the article on our site, we will share the article on appropriate social media platforms. We encourage the organization that authored the article to engage, share, and comment/react to the article on these platforms to help maximize the article's exposure.
- **Sign-off:** Appropriate sign-off from the author/spokesperson from the shortlisted/finalist/winning organization is assumed at the point of submission to the Cloud Awards editorial team.
- **Edit or Removal:** Publishing of articles is at the discretion of the Cloud Awards team. We reserve the right to edit or remove articles at any time.

Examples

Please review these examples of articles submitted, published, and promoted:

Thought Leadership Pieces

[Cybersecurity – Boardroom Questions Every CFO Should Be Asking \(cloud-awards.com\)](https://cloud-awards.com)

[A Founder's Insights: Nine Tips for SaaS Startup Success \(cloud-awards.com\)](https://cloud-awards.com)

[Navigating Imposter Syndrome in Tech | Cloud Computing & SaaS Awards \(cloud-awards.com\)](https://cloud-awards.com)

Tackling Industry Challenges

[Next-Gen Connectivity: Combining AI and Cloud for Smarter Homes \(cloud-awards.com\)](https://cloud-awards.com)

[Leveraging AI to Overcome eDiscovery Challenges \(cloud-awards.com\)](https://cloud-awards.com)

[The Role of SaaS in Advanced Streaming Experiences \(cloud-awards.com\)](https://cloud-awards.com)

[SaaS Adoption Shows the Way for Generative AI \(cloud-awards.com\)](https://cloud-awards.com)

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