

The Cloud Awards Editorial Guidelines

Congratulations on being named on the shortlist, a finalist, or winner in a Cloud Awards program! Your progress in the awards entitles you to provide an article for publication in our news center.

Stage reached	Number of articles you may submit
Shortlist	1
Finalist	Up to 2
Winner	Up to 4

The maximum number of articles that may be submitted by a single organization, based on their progress in a single awards program, is four: one for reaching the shortlist, an additional one for reaching the finals, and a further two if named a winner.

If you enter several Cloud Awards programs, you enjoy these benefits for each awards program you progress in.

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. There is no deadline for providing your content.

Please review these guidelines carefully before writing your content. The editorial team reserves the right to return content that deviates too far from these guidelines.

Summary

Content should be in the form of a **‘thought-leadership’ or analysis** piece, offering **your organization’s unique perspective on an issue or trend** affecting the sector in which you operate, your customers, or the wider cloud computing industry as a whole.

The articles are intended to inform, spark debate, or share ideas.

The piece **should not overtly promote your organization**, or your solution or service. Mentions of particular services are permitted within the context of supporting the points being made in the content – but explicit promotion will be removed.

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

Content Do's and Don'ts

Do:

- **Be original:** The content must be unique and original. It should not be published anywhere else, either now or in the future.
- **Be detailed:** Content should be between 750 – 2,500 words. Longer, more detailed, pieces tend to gain the most interest on our site.
- **Include links:** Please include citations and links for any statistics, 3rd party opinions, or quotations you use to support the points your author is making. A link to your own organization's site will be included by us as standard.
- **Include images:** You may provide a 'headline' image to introduce your article, and supporting images to be added within the content itself. If no images are provided, our editorial team will source appropriate ones to accompany the content.
- **Tell us about the author:** Please include their name, job title, short biography, and a headshot.

Don't:

- **Advertise:** Clear promotion of your organization or solution in the content will be edited out. Content that exclusively promotes the organization will be returned unpublished.
- **Criticize:** Criticism or negative positioning of other organizations or individuals will be edited out.

Organization 'Box Out'

You may include up to 250 words about your organization, product, or service, which will accompany the article.

Unlike the article content itself, this section **can** explicitly promote your organization or solution, including a link or call to action.

If providing this, please include a company logo we can add to the section.