



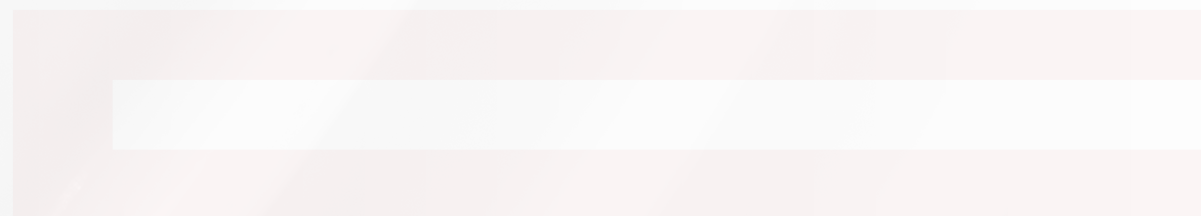
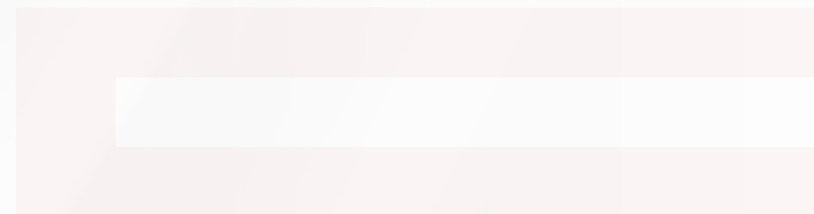
Content Guidelines

Key Requirements & Guidelines for All Article Types



CONTENT GUIDELINES

- 1 Technical article
- 2 Perspective
- 3 Interview
- 4 Advertorial



1. TECHNICAL ARTICLE

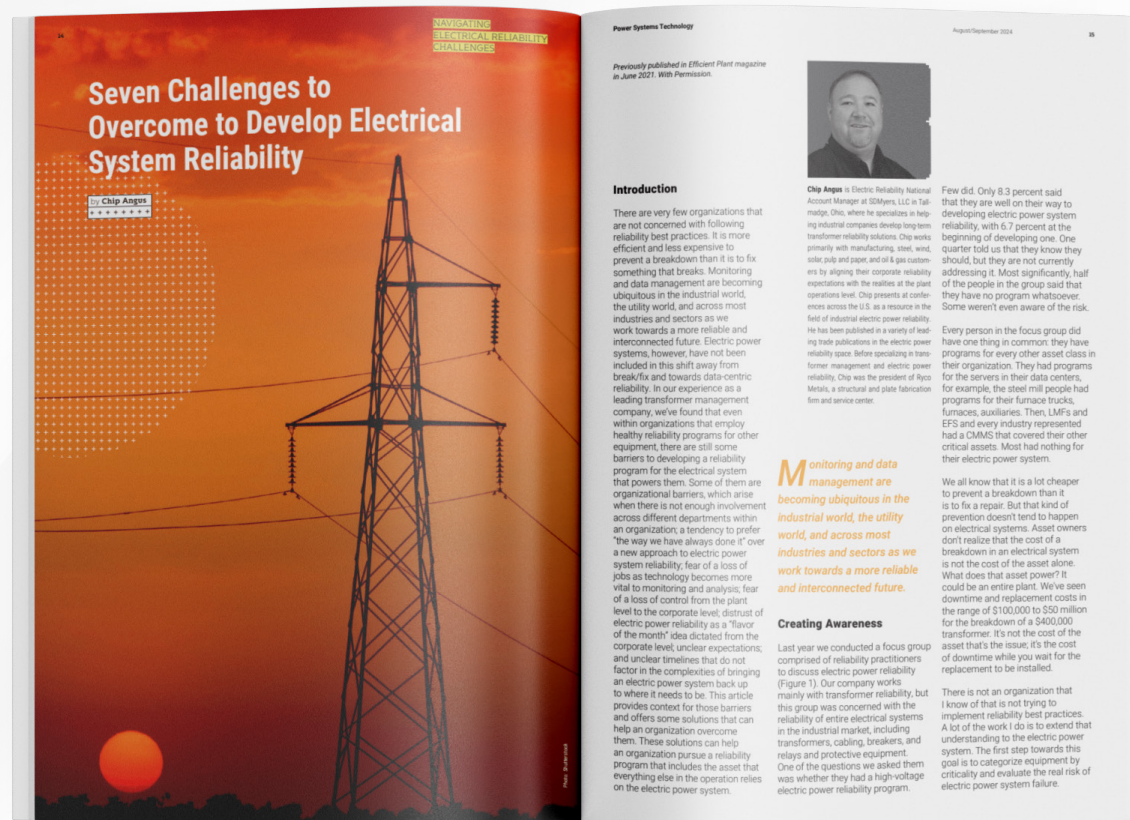
Thought Leadership Opinion and analysis pieces from industry leaders offering fresh viewpoints on trends, challenges, and the future of power

Requirements

- + Article title between **50-60 characters**
- + Article text from **1200 -1800 words**, draft sent in a MS Word file
- + **Name of the author and short biography**
- + **Author's headshot** (300dpi resolution)
- + 4-6 excellent quality graphics (300dpi, one singled out as the main picture for the article)
- + **References** (if any) – listed in the order they are cited in the text

For non-sponsored article submissions, content must be primarily educational and not promotional. We recognize it may be appropriate to mention your company or product in context; however, such references should be limited and clearly secondary to the educational value of the piece.

Articles that read as an overt product or services pitch including excessive brand or product mentions, feature lists, or sales-oriented calls to action will be declined or returned for revision.



2. PERSPECTIVE

Thought Leadership Opinion and analysis pieces from industry leaders offering fresh viewpoints on trends, challenges, and the future of power

Requirements

- + Article title between **50-60 characters**
- + Article text up to **800 words**, draft sent in a MS Word file
- + **Name of the author and short biography**
- + **Author's headshot** (300dpi resolution)
- + 4-6 excellent quality graphics (300dpi, one singled out as the main picture for the article)
- + **References** (if any) – listed in the order they are cited in the text

For non-sponsored article submissions, content must be primarily educational and not promotional. We recognize it may be appropriate to mention your company or product in context; however, such references should be limited and clearly secondary to the educational value of the piece.

Articles that read as an overt product or services pitch including excessive brand or product mentions, feature lists, or sales-oriented calls to action will be declined or returned for revision.



3. INTERVIEW

Spotlighting the voices of professionals who are shaping the power industry, sharing their real-world experiences and insights

Requirements

- + Name of the interviewee
- + Company logo in SVG format
- + Interviewee's headshot (300dpi), with shoulders in the frame
- + 4-6 excellent quality graphics (300dpi)



4. ADVERTORIAL

Showcasing your company story, solutions, and products to highlight how you're making an impact in the industry

Requirements

- + Article title between **50-60 characters**
- + Article text from **500 - 1500 words**, draft sent in a MS Word file
- + 4-6 excellent quality graphics (300dpi, one singled out as the main picture for the article). Images may feature company products, production lines and anything else related to the content.
- + **Note:** The length of your text and the number and size of images are interdependent. More text means there will be less space available for images, and vice versa. Please balance your content accordingly to **stay** within the specified page limits.
- + **Company contact details**
- + **Company logo** in SVG format

