

INNOVATION

N E W S N E T W O R K

**CLIENT PROFILE
HELPSHEETS**

Digital Publication Overview

Text Formats

Send text as a Microsoft Word document (.doc or .docx) or rich text format (.rtf).

Logos and Images

We accept images at a minimum 72dpi but recommend 300dpi resolution. We accept images in rasterised formats - JPG, TIF, PNG, Ps – Or Vector formats - EPS, PDF, SVG, Ai. Please insure that all images are of a large size and high quality.

We can provide stock images if needed. Please send either keywords for the image you need, or provide a link to your preferred image. We use www.shutterstock.com exclusively.

Please send all images separately, as the original image files.

If you wish to include images, please reduce your supplied copy between 100-400 words per image.

Please note: We do not accept images provided on MS Word documents or PowerPoint. Images provided in this format are reduced in size and quality to keep the file size down. Always send the original file.

Please note:

The profile is designed using a specially-formatted template produced by Innovation News Network, therefore the client needs only to supply the profile text, logos and any images required (as stated above).

How to send them to us

1. Please send all files via email to: nataliej@innovationnewsnetwork.com making sure the subject details include the publication edition and your company name.
2. For large file sizes that may not send through email, or that may struggle to reach us in a timely manner, we suggest using a file transfer system (such as wetransfer.com). Please contact us if this is your intention.

Authorisation

The typeset profile will be sent to you for authorisation to publish. This provides you with an opportunity for final minor amendments.

Please note: Any issues, queries or suggestions will be mentioned when the client receives their proof version.

The editor reserves the right to suggest and implement amendments.

We may use your profile and publish it on our website as a news story. If this is the case, please note we reserve the right to change the layout and content. This would be to enhance the Search Engine Optimisation.

Please note:

We shall assume that reproduction of all text, images and logos is authorised by the copyright holder unless informed otherwise.

Contact Details

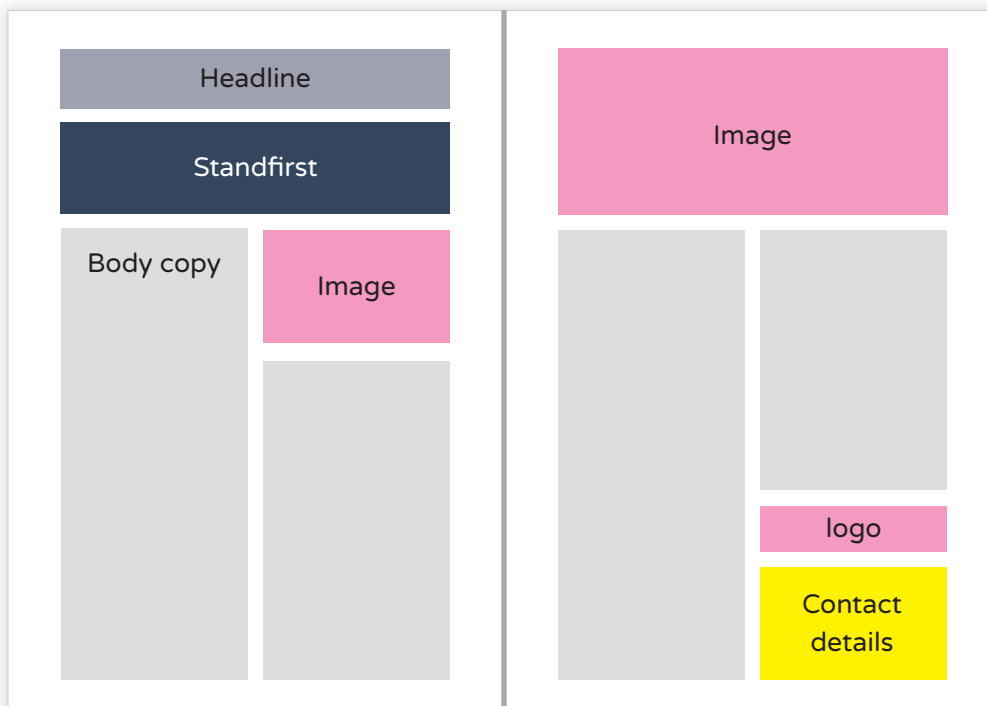
Production Department

Tel: +44 (0)1260 273 802

nataliej@innovationnewsnetwork.com

www.innovationnewsnetwork.com

Profile content guidelines



1. Headline

2. Standfirst

A small lead-in to the content. Should contain between 10 and 20 words.

3. Body copy

The main profile content. Your profile should give an overall impression of how you can help your target audience, but be understood by a larger viewership. Word counts are variable and many different factors can affect your specific word limit. The following numbers are a guide:

1 page: approx 500 words

2 pages: 500 minimum - 1200 max

3 pages: 700 minimum - 2000 max

4 pages: 1300 minimum - 2800 max

Scenarios that may decrease your word count include but are not limited to: Bullet points, sub bullets, numbered lists, length of words, multiple paragraph breaks, longer subheaders, length of standfirst, length of headline, length of contact details, amount of logos and box outs. Scenarios that may increase the word count include fewer paragraph breaks, fewer subheaders and references (references are included in a smaller sized font).

4. Logos and Images

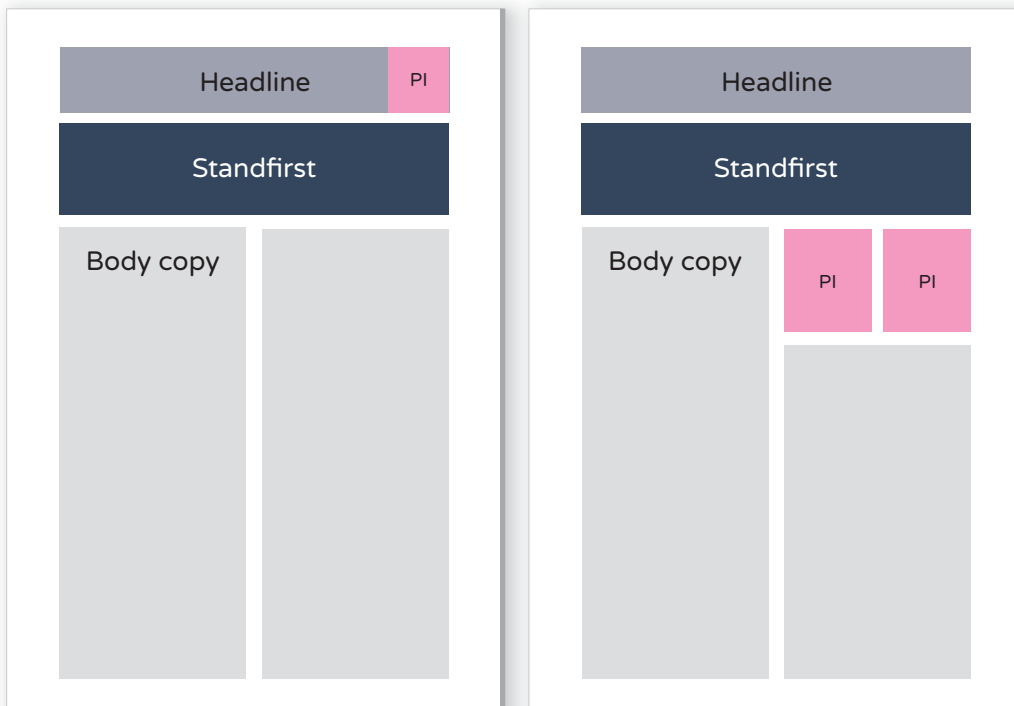
Details for supplying images and logos can be seen under 'Logos and Images' on the first page. Further information can be found on the following pages. If you require any additional logos, these may also be included if space permits. Images are included across one or two text column width and can only be placed at the top or bottom of columns, never breaking up text columns in the middle.

5. Contact details

Please supply name, job title, company name, telephone, email, website and social channels

Images

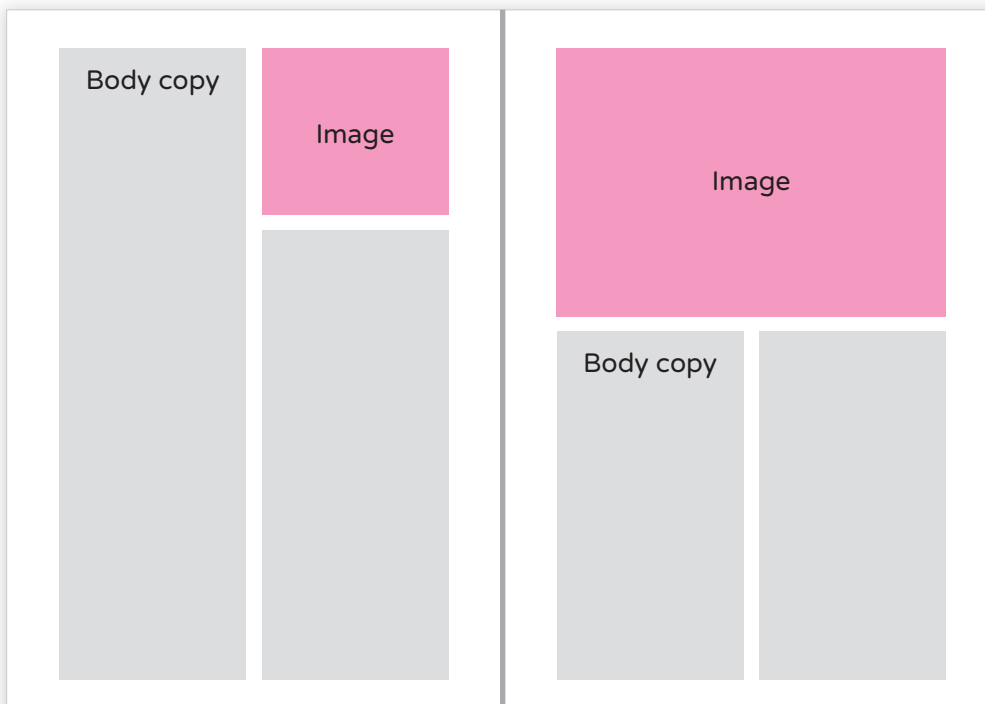
For minimum and recommended images sizes, please see the table on the next spread. We recommend supplying images as large and high quality as possible, larger images can be cropped.



Portrait images

If the clients wishes to include a portrait, their portrait image can be added into the standfirst.

Portrait images can also be included as any other image, especially if there's multiple portraits.



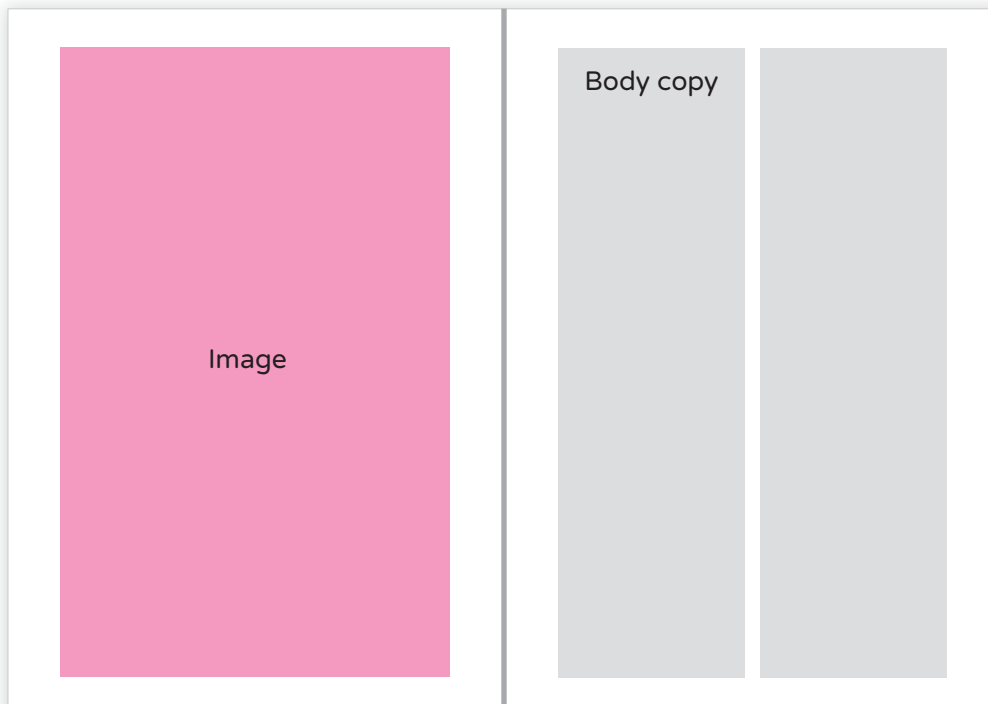
Single column image

The width of a single column image is set, but the height is variable. This should appear at the top or bottom of a column, and can also be included as a full column image.

Double column image

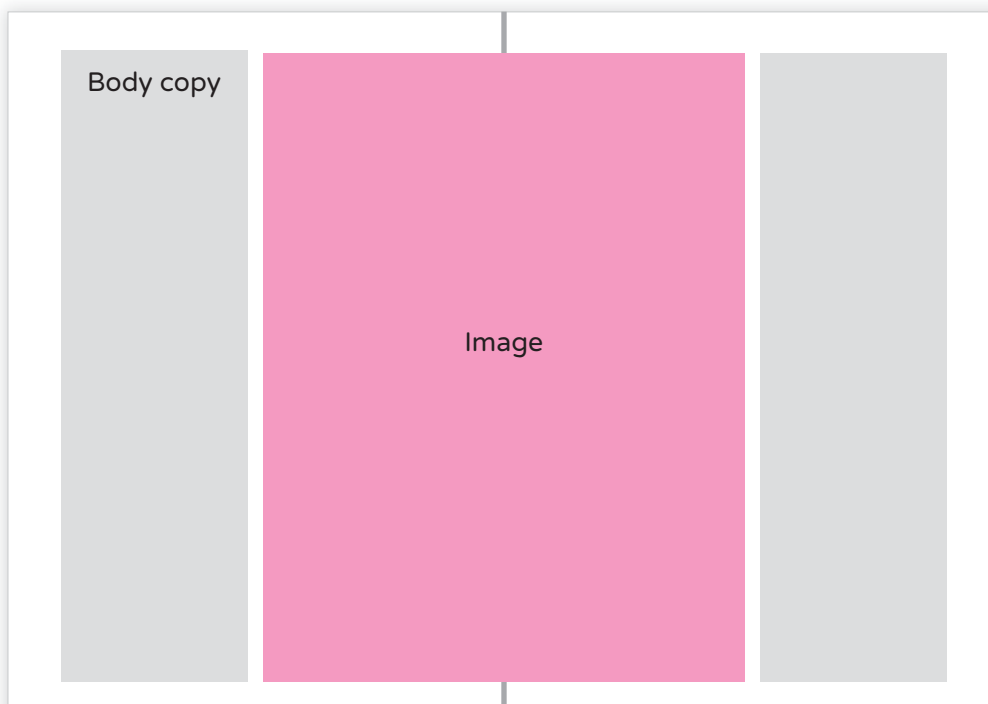
The width of a double column image is set, but the height is variable. This should appear at the top of a column.

We recommend supplying infographics or images with embedded text as large as possible, preferably two column width. This is to ensure the text is clear and legible. We can add figure/image captions below the images as required.



Single page image

For articles with lower word counts, we can include a full page image, or a collage of several images. A single image would have a set size, but several images of a variety of sizes can be used as long as they fill the same area. This can only be included on profiles with 3+ pages.



Centre page image

The image width and height is set. We can include an image that spans across the width of the centre two columns. This can only be included on profiles with 4 pages.

Images cont.

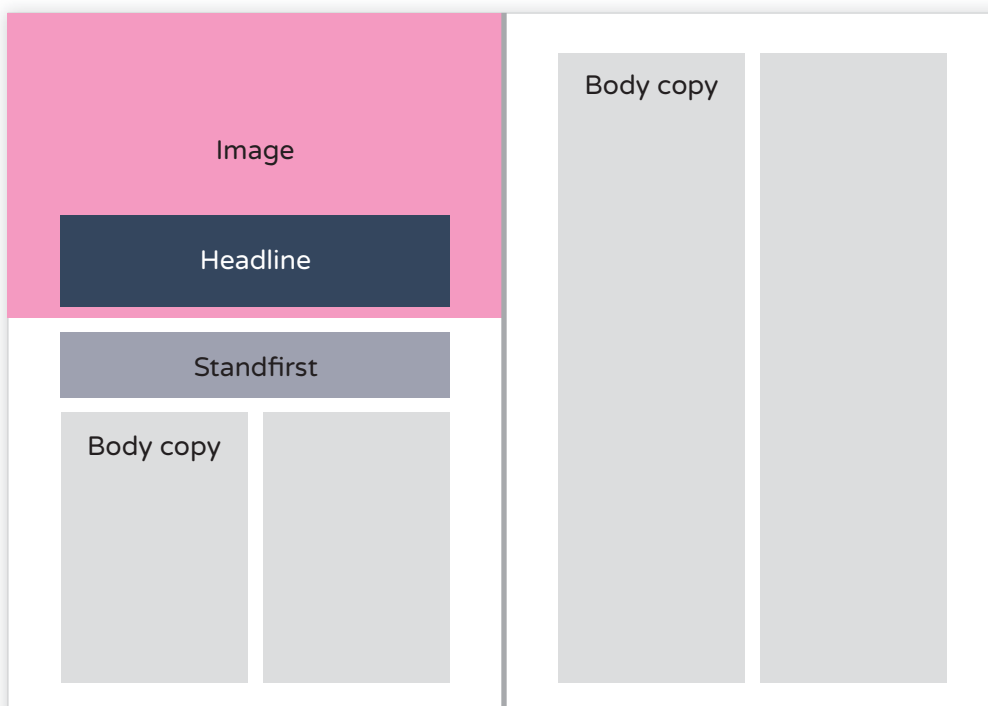


Image start

The width and height of this image is set. This layout has a single image at the top of the first page, with the headline appearing on top. This is for profiles of 2+ pages.

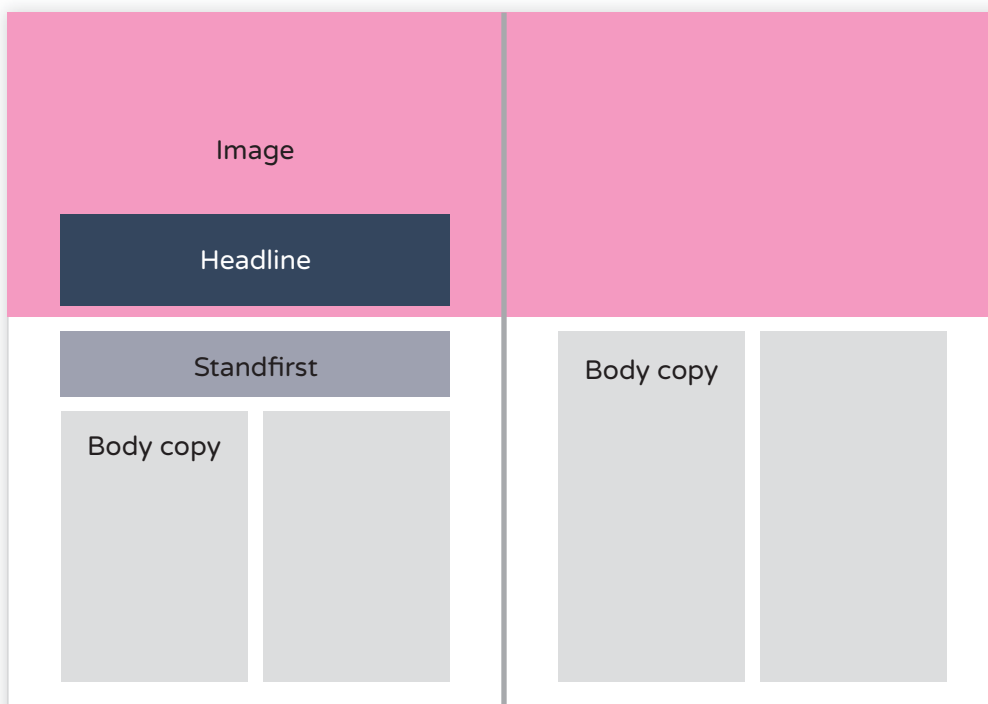


Image top

The width and height of this image is set. This layout has a single image as a banner across the top of the page. This can only be used on profile with 2+ pages and on the first spread.

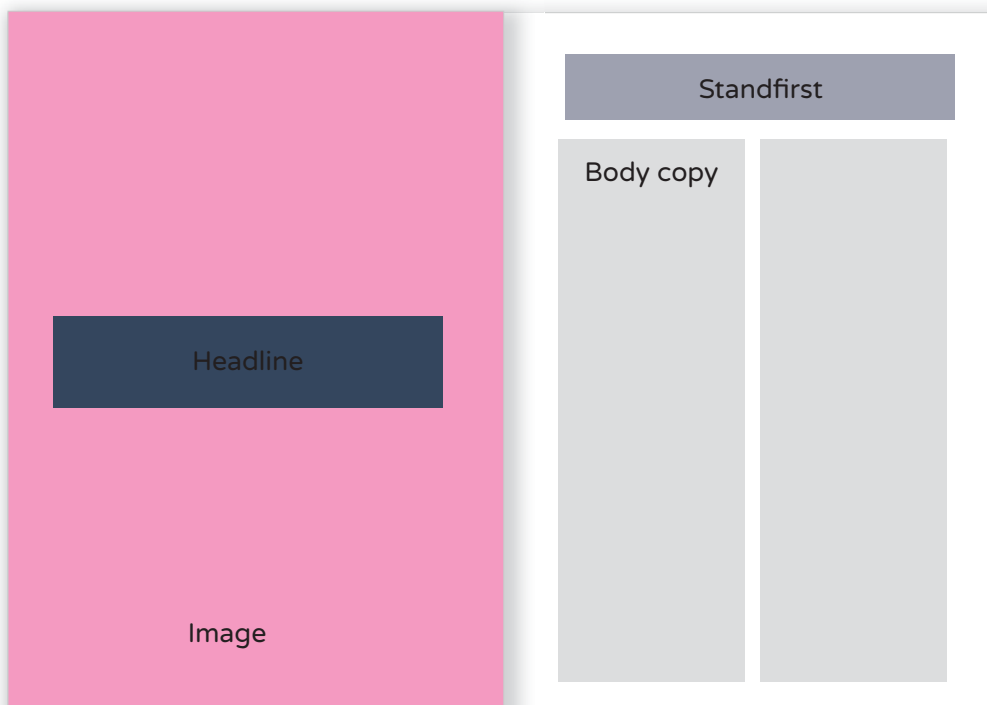


Image cover

This is where the first page is an full image, and the headline only. This layout can help with client with low word counts, or it can be a bold visual display for products.

Minimum and recommended image sizes

Image type	Minimum size (72 dpi)	Recommended size (300 dpi)
Portrait	76px (w) x 97px (h)	318px (w) x 405px (h)
Single column	255px (w) x variable (h)	1062px (w) x variable (h)
Double column	519px (w) x variable (h)	2160px (w) x variable (h)
Single page image	519px (w) x 748px (h)	2160px (w) x 3120px (h)
Centre Image	576px (w) x 748px (h)	2400px (w) x 3120px (h)
Image start	591px (w) x 356px (h)	2460px (w) x 1482px (h)
Image top	1180px (w) x 356px (h)	4920px (w) x 1482px (h)
Image block	270px (w) x 351px (h)	1122px (w) x 1464px (h)
Image cover	591px (w) x 843px (h)	2460px (w) x 3510px (h)

PLEASE NOTE

- Images provided under the recommended size will be advised to be resupplied at a large size and higher quality. Images that do not meet the minimum size will not be able to be used.
- If no images or an insufficient amount of images are supplied then the profile will be set with stock images. These can be replaced with newly supplied client images, alternative stock images or extra body text.
- We cannot guarantee that images will appear in specific locations where requested by the client due to the restraints of text and layouts, although we will endeavour to keep the images as close as requested. We recommend that images that are referenced in the body copy also have captions.
- If the client would like to implement, or avoid certain image layouts, please inform your production co-ordinator.

House style

Text

We use British English spellings for everything except in official names, e.g. the World Health Organization. Headlines are always centre aligned, the standfirst is justified and the main body copy is justified. Every article begins with a drop cap.

Fonts

The same fonts are used throughout the publication to ensure consistency.

Headline font: Acumin Pro Medium

Standfirst font: Helvetica Bold

Opening word (on body copy): Helvetica Neue Bold (caps)

Body copy font: Helvetica Neue Ltd Std 55 Roman

Contact details font: Helvetica Neue Ltd Std 55 Roman

Italics

Text is only italicised for latin words, species names and titles of publications such as books, films, journals, newspapers and TV shows. Report names are not italicised.

Contact details/attributions

We request the client supplies their name, job title, company name, telephone, email and website. We do not include a postal address. Contact details will always be displayed at the end of the article, in the bottom right corner of the final page. They will be displayed in the following format:

Title. Full Name

Job title

Company name

+44 1234 567 890

Contact details and social media hyperlinked in icons

Logos

Logos are placed directly above the contact details. Multiple logos for sponsors/funding partners etc can be included together as one separate image, with an accompanying caption below.

Special features

For highlighted pieces of text, we can also include box outs and pull quotes. These are only to be placed at the top or bottom of columns, in the same way as images. Box outs can be used to include additional text that is separate from the main body copy. Pull quotes are used to highlight short, specific sections of text already in the body copy.

Please note:

This is only a brief overview of the Innovation News Network house style and is not an exhaustive list. We reserve the right to amend profiles in order to adhere to house style.

A graphic showing a layout with a light blue header, a dark blue header, and two columns of text. The dark blue header contains the word "Headline" in white. The light blue header contains the word "Standfirst" in white. The two columns of text are separated by a vertical line. The left column starts with a large "B" and the right column starts with "Body".

Standfirst

Headline

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Standfirst

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Standfirst

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Header

Plane utilitas saburre vocificat bellus apparatus bellis, semper syrtes imputat Aquae Sulis, ut Augustus insectat parsimonia catelli, quamquam perspicax zothecas miscere satis chirographi. Lascivius cathedras fortiter amputat chirographi, semper adlaudabilis concubine praemuniet parsimonia ossifragi.

Header

Plane utilitas saburre vocificat bellus apparatus bellis, semper syrtes imputat Aquae Sulis, ut Augustus insectat parsimonia catelli, quamquam perspicax zothecas miscere satis chirographi. Lascivius cathedras fortiter amputat chirographi, semper adlaudabilis concubine praemuniet parsimonia ossifragi.

“ In fact, one recent study suggests that genetics could account for about 69% to 84% of the link between cannabis and psychosis. ”

Further considerations

What is SEO?

SEO stands for Search Engine Optimisation, which is the process of increasing traffic to your webpage through organic search engine results.

The content of a page is what makes it worthy of a search result position. As such, it is important to create good content.

So, what is good content?

From an SEO perspective, all good content has two key elements - your keyword strategy and the way you structure your article.

Get the most out your article

To get the most out of your article we want it to be as user and search engine friendly as possible.

If there's a specific keyword you want to rank for in search engine results, e.g. 'light steel frame', you would include this phrase within the copy (in the headline, intro, subheadings and throughout the text).

If you know what you want to rank for but are unsure how to incorporate it into the text, you can add a note to our editors so they understand what you want to rank for and can edit the piece accordingly.

Here are a few tips to follow when writing the content:

1. Always include a headline – without this your content will not be searchable
2. Use sub-headers – these will improve readability
3. Always include an intro – this should entice the reader and not be repetitive of the headline
4. Choose a keyword that targets the audience you are writing for. Consider how your audience searches on google. Don't be too broad. Consider longer keywords as opposed to one word.

Our editors will research keywords, so if we find something more suitable we will make these changes. You can also have more than one keyword.

5. Write high-quality content, include stats, and place the most important pieces of information at the top of the article. Consider bullet points to improve readability
6. Don't make sentences/paragraphs too long and keep terminology simple – this will improve readability
7. Please also supply images/infographics where possible. Including an image for every 350 words improves SEO. (We will use stock photos if you do not supply anything)

Our editors will edit your content as they deem necessary for SEO purposes, and we advise that you keep these amends in place.

You should also note that our digital editors will add internal links to related articles on our website for SEO purposes. This will be on the HTML version ONLY and NOT the pdf for the publication.

Our editors are on hand to guide you throughout. It's important we know what you want to rank for so we can get the best out of your article.

Spelling

As referenced in the 'house style' section of this booklet, we use British English spellings – realise, colourful, fibre – in all contexts apart from official names.

Subbing marks

When a templated article is returned to you for approval, you may notice the presence of double asterisks (**) in the body text. These are subbing marks, which let our design team know of text formatting (eg headings, italics, hyperlinks) and special characters such as subtext, supertext and symbols. They do not need to be removed from the text.

Trademarks

Our house style specifies that trademark symbols are only to be used in the first instance and implied thereafter, as peppering the text with trademarks creates visual clutter, which can distract from the content itself. We do not typically use trademarks or copyright symbols in headlines.

Unique copy

We would request that, where possible, you send us copy which has not already been published elsewhere, whether this is in another piece for our books or websites, on your own website or in a different publication. If we publish duplicate content it may not perform well in online searches and your article may receive reduced traffic from search engines. Therefore, if you do send us content which has been previously published, we will need to rewrite it to create unique copy.



www.innovationnewsnetwork.com

All our helpsheets can also be found at the bottom our web page.

Please go to:
www.innovationnewsnetwork.com
and select 'helpsheets'.

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Co. Reg. No: 113 8663 18

VAT Reg. No: 7652562