

2017

Sponsored Content Guidelines



Publication process

Publication dates: We will work with you to settle on the best dates possible for publication.

Placement: No matter what form it takes (sponsored op-ed, Q&A or article), the piece will be published on Devex.com, featured on our home page for three working days, and promoted in one or more of our widely-read newsletters. It will remain as evergreen content on Devex, which you can direct online traffic to at any time.

Social media promotion: Once your piece is published, we will send you a link to it. Devex will share each piece of sponsored content with our audience through Twitter, LinkedIn and Facebook and we encourage you to do the same through your organization's social media networks tagging @devex.

Reprints: Following publication you may choose to republish the entire piece via your own organization communications. Third-party websites may republish the first three paragraphs of sponsored content, linking to the original piece on the Devex website, at any time following publication. Such websites may also republish the piece in full 24 hours after publication on Devex.

In all cases, Devex should be prominently credited as the original publisher. Please contact the Devex partnerships editorial team with questions about this policy.



Sponsored Op-ed



Sponsored Q&A



Sponsored Article

Sponsored Op-ed

One of the most successful ways to build thought leadership is to develop a strong voice on issues that are central to your mission. See examples [here](#) and [here](#).

Devex publishes relevant, insightful, well-written sponsored op-eds — otherwise known as guest columns, opinion pieces or commentaries — from leaders in the field of global development.

Content style guide Suggested length: 750-1,000 words

Recommendations for engaging copy:

Your sponsored op-ed should:

- Make a clear argument or stake out a clear point of view
- Be issue driven
- Keep the audience in mind
- Contain practical, solutions-oriented advice which is the key to engagement
- Focus less on the “why” than the “how”
- Back up your argument with real-world examples, anecdotes, or reference research or independent reporting
- Hyperlink to any other articles or research papers mentioned

Also, consider organizing your ideas around a number of suggestions, e.g. numbered lists.

Style:

Our audience is looking for fresh, forward-looking opinion that is conversational and easy to digest. We recommend balance, bringing in the work of other actors in the field, and avoiding content that simply describes or champions individual development projects or causes. For example, if possible, please refer to your own organization and its work as a way to further your argument or make recommendations for others to follow.

Editing process:

The Devex partnerships editorial team will review your op-ed for style and clarity. We will then send back a copy with any feedback for your review. Any additional changes should be made by the author using track changes. You will see a final copy of the piece for confirmation before publication, which will then be copy-edited for Associated Press style.

Checklist

- ☐ **Headline:** Please suggest a short, attention-grabbing headline (ideally less than five words). Once we receive your suggestion(s), we can also recommend engaging alternatives.
 - ☐ **Abstract:** Please suggest a two-line abstract that states the key message or question the column aims to address.
 - ☐ **Footer:** Please add a call to action at the bottom of the draft that directs readers back to your work, a specific event, or report.
 - ☐ **Overline:** The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.
 - ☐ **Byline:** Your sponsored op-ed will carry up to three author bylines. Please send us a high resolution head shot and a short biography (2-3 lines, or 500 characters with spaces max.) for each author so that our content manager can create a byline or bylines.
 - ☐ **Devex organizational profile:** For maximum reach and engagement we recommend completing your Devex organizational profile, and linking to your and your colleagues profiles.
 - ☐ **Photos & Videos:** The sponsored headline will be accompanied by an illustrative photo. If you have rights to any relevant photos, or would like to suggest where we might find a relevant photo, please share this information with us. The photo should be a compelling image that illustrates the content within the sponsored op-ed. Please include a short caption, as well as the name of the person or organization to credit for the photo.
- If you would like any accompanying image, graphic, infographic or video to be embedded within the sponsored op-ed itself, please send over a high resolution version (or a YouTube link in the case of videos), together with a short caption and credit.
- ☐ **Handles & Hashtags:** Please share your organization's social media handles and any relevant hashtags for maximum visibility and to make sure we are reaching the audience you want to engage with. We will be sharing on social using @devex and #Sponsored.

Sponsored Q&A

An ideal way to shine a spotlight on an issue or organization is through the lens of an expert or a senior member of your leadership team. See examples [here](#) and [here](#).

After a kickoff call with the Devex partnership editorial team to discuss potential ideas, topics and timelines, a Devex writer will be assigned to develop 4-5 well-researched questions, before conducting a question and answer interview with a single interviewee, either in person (where possible) or by phone.

Highlights from the conversation will be presented in an edited and polished transcript format, following a scene-setting introduction. The piece can contain additional video embeds and pull-out quotes.

Editing process:

Once the interview has taken place, and a Devex writer has written a first draft, the sponsored Q&A will be edited by the Devex partnerships editorial team and sent to you for review and feedback. Any changes or comments should be made using track changes. The Devex partnerships editorial team will then work with the writer on any requested changes. The piece will then be sent to you for your final review and sign-off. Once we have a confirmed final draft, the piece will be copy-edited in house to follow Associated Press style.

Checklist

- ☐ Footer: Please add a call to action at the bottom of the draft that directs readers back to your work, a specific event, or report.
- ☐ Overline: The overline will be Sponsored by X. Please include the name of your organization exactly as you would like it listed.
- ☐ Byline: The piece will carry the “Devex Editor” byline.
- ☐ Photos & Videos: The sponsored Q&A will be accompanied either by a photo of the interviewee, or one that illustrates the themes discussed within the interview. If you have rights to any relevant photos, or would like to suggest where we might find a relevant photo, please share this information with us. Please include a short caption, as well as the name of the person or organization to credit for the photo.

If you would like any accompanying image, graphic, infographic or video to be embedded within the sponsored Q&A itself, please send over a high resolution version (or a YouTube link in the case of videos), together with a short caption and credit.

Sponsored Article

Producing a sponsored article with Devex gives you the opportunity to go beyond traditional advertising and tell your organization's story in an impactful way, while remaining issue-driven. See examples [here](#) and [here](#).

A seasoned Devex writer will work with you to understand your overarching goals, while fine-tuning a topic and relevant news hook for the piece. After identifying 2-3 sources our reporter will write an in-depth feature article that will resonate with our audience, positioning you as a thought leader. The article will be written in a journalistic style and you will retain final editorial control.

Process:

Following a kick-off call with the Devex partnerships editorial team, the writer will develop an outline that we will share with you for feedback.

We would welcome your recommendations of diverse sources for a Devex writer to interview. Once the Devex writer has conducted interviews and written a first draft, the Devex partnerships editorial team will edit the piece and send to you for your feedback. Any changes or comments should be made using track changes, and the Devex partnerships editorial team will then work with the writer on any revisions. The piece will then be sent to you for your final review and sign-off. Once we have a confirmed final draft, the piece will be copy-edited in house to follow Associated Press style. Typically we request a timeframe of 6-8 weeks to complete sponsored article assignments.

Checklist

- ☐ Footer: Please add a call to action at the bottom of the draft that directs readers back to your work, a specific event, or report.
- ☐ Overline: The overline will be Sponsored by X. Please include the name of your organization.
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