# Long Form Feature Guidelines and Terms

## Article Recommendations:

The types of articles appropriate for The Gift Club range from specific quality topics, step-by-step how-to's, practical advice, and case studies (500 and 1000 words), supplemented with real-world experience, analysis, or research. Compelling first-person or personal stories and opinion pieces also are welcome.

Our audience is diverse in industry and experience—but they all have this in common: they are passionate about the marketplace they trade-in.

Please see our news archives for some examples

## Recommended Tips:

- Readers look for content that is useful, important, and most importantly, relevant. Does the article offer value in the form of information, best practices, tips, advice, analysis, or resources?

- First impressions count. People decide within seconds whether to continue reading something. Start your article with an interesting anecdote, statistic, or problem statement.

- Use bullets, lists, and short sentences and paragraphs.

- Include any figures/pictures/images that will enhance your article.

- Don't forget to include a conclusion. Wrap up your thoughts, or reiterate the next steps.

- If the topic is complex, you might want to suggest additional resources or offer a contact for more information at the end.

- Cite sources and provide references to quotations and facts when used.

- Don't forget to add a CTA ( Call To Action) - contact details and website/ demo links

- If the article has been published elsewhere, please provide us the original link for canonical tagging purposes

## Terms and Conditions

Content must be relevant to the industry –gift cards, rewards, incentives, employee engagement, loyalty, employee benefits, payments, or fintech.

All writing formats are accepted. These include blog entries, publication reviews, event announcements, feature stories, news articles, podcasts etc. Work must be submitted as an email attachment in an MS Word/ Google Docs format -preferably to Olivia@thegiftclub.io or  jules@thegiftclub.io.

Authors must provide accurate references for all data and information used. We will not consider submissions that are not properly sourced. Sources should be cited in the article.

The working language of the newsletter is English. Work in other languages will be considered on a case-by-case basis.

Although there is no word limit, articles are generally no longer than 1000 words. Longer articles will be considered on a case-by-case basis.

The editorial board reserves the right to edit work that has been accepted for publication. However, all changes will be sent to the author for final approval before being released.

Photo/ Imagery: submission requirements: We welcome photo submissions to accompany articles or as standalone submissions.

Photos / Imagery should be submitted in high-resolution JPEG or GIF (3000px x 2570px) file by email Olivia@thegiftclub.io or  jules@thegiftclub.io.

All photos should be given proper accreditation. Please cite the photographer's name, affiliation, and country.

We do not accept any articles that relate to politics, religion, sexual orientation, or race.

The Gift Club reserves the right to refuse a submission at any time should it fall outside of these guidelines.

Although we work hard to ensure our numbers of subscribers increase on a regular basis and site visits are maximised, The Gift Club cannot guarantee that you will receive business opportunities. We recommend appearing regularly to ensure your solution gets noticed by your future customers and partners to increase the likelihood of enquiries.