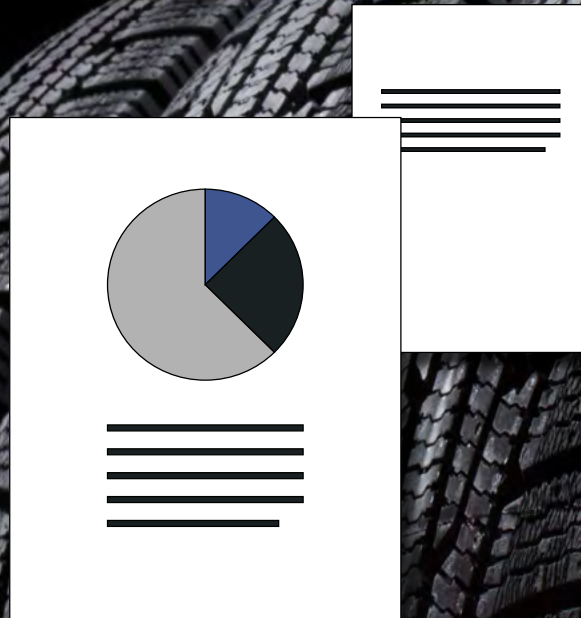

Traction



CONTRIBUTOR GUIDELINES



2016

Traction News



Thank you for your interest in contributing to the Traction online news magazine. This document outlines details on the types of posts we look for and specifics about our editorial process.

Editorial mission

Our editorial mission is to help tire dealers run more successful businesses. Our editorial focus is based on useful posts that truly aim to move this industry forward.

Our audience

We educate anyone working in the tire industry about how to run a successful tire business.

Submission criteria

We have a limited number of publishing slots available to guest contributors, and we will only accept posts that satisfy the following criteria:

- Posts need to help tire dealers run a successful business.
- We will only accept posts that provide new insights for tire business owners (i.e., we are not looking for posts with rehashed ideas or pulled directly from a media release).
- Posts need to be useful.
- While posts do not need to be a step-by-step how-to, they need to include a specific takeaway or key thought.
- Posts need to be logical and interesting to read.
- Posts need to be specific to people working in the tire industry or anyone relying on tires in their business.
- Cite quality research and references and include links when available. Don't hesitate to link to other non-competitive sites.

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These are the specific types of post we look for:

How-to Posts

We look for detailed posts that very clearly outline how to do something; templates, checklists, and step-by-step approaches work well.

“Thought Leadership” Posts

The tire business is a competitive industry, and we want to be evaluating trends and figuring out what is coming next. Are there conversations you think we need to have to move the industry forward? Is there something going on that you want to call out that is not true or not working? What are the current trends?

Tire Business Posts

While tire businesses tend to operate as small business, there’s no end to the different ways a business is run. We are looking for posts that share personal experiences or concrete ideas on what tire dealers need to be considering as they grow their businesses.

Tire Business Case Studies

Detailed examples of how tire dealers save money, improve efficiencies, reduce safety risk, tackle staffing issues or otherwise improved their business are welcome. Ideally, the post will provide insight to help other tire professionals achieve success.

Writer Guidelines

Each article, regardless of topic, should adhere to a common set of guidelines.

- Each article must be developed specifically for Traction. In other words, all content must be original and not published anywhere else.
- Use a conversational, active voice. Write in the second person as much as possible. We want people to feel as if the article is speaking directly to them. Wherever possible, use storytelling techniques to pull readers in.
- Copy should be fresh and easy to read.
- Whenever possible, give examples. Adopt a “show, don’t tell” approach.

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Article Structure

The following components should be present in each article submitted.

- Include a title of no more than 55 characters. Tip: Use the [Headline Analyser](#) from the Advanced Marketing Institute to help create strong titles.
- Use sub-headings (heading1, heading2, heading3 in Word) to break up the copy and appeal to skimmers. Avoid long paragraphs – most paragraphs should be no more than 2 or 3 sentences. Sub-headings should include keywords whenever possible.
- Include a 2-3 sentence synopsis of not more than 115 characters for display in search engine (Google) results.
- Include any images you want to use along with descriptions. We will cite the creative responsible for the image so please supply that information, as well, if you've sourced from a site that doesn't offer free images.
- Err on the side of brevity. Remember people don't read much anymore so shorter, sharper articles of 500 to 750 words are preferable. (Of course, this depends on the topic.) Articles should be easily read in one sitting.

Submissions we won't accept

We do not accept submissions that fall into the following categories:

- Posts with unclear focal points or those that are not clearly organised or formatted to grab reader attention. We encourage writers to use *subheadings, bulleted lists, and bold fonts to highlight key concepts and action items*.
- Articles created as blatant link-bait, with little original insight or practical discussion provided within the post copy.
- Op-ed-style posts that discuss why an issue is important without discussing how, specifically, it can be leveraged by tire professionals. In other words, this is not the forum for industry rants.
- Posts that have already been published elsewhere.
- White papers and other promotional content that is meant to tout the benefits of one specific product or service over others, including the services of your own company.
- Posts that focus on business basics or those that give only a general overview of complex topics. Traction is meant to help tire dealers run more successful businesses, not provide entry-level education.

Due to the volume of submissions, we do not respond to guest post inquiries that include a request for a link exchange. These posts are not accepted.

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Why write for Traction?

Sharing your expertise with tire professionals is a great way to improve your industry profile. The best way to work with us is to become an active blogger who contributes solid, detailed posts. This is the pool of people we look to when we have writing opportunities.

Our editorial process

Each post we receive is first reviewed for acceptance criteria. It may take a few days before our team can respond to new submissions. We appreciate your patience throughout our review and production process.

If your submission fits our criteria and is likely to be a good fit for the Traction audience, we will contact you within seven business days of receipt to confirm our intent to review your post for publication.

Please note: If your post is not a fit, we are unable to provide detailed feedback. For posts being considered, average turnaround time for review is 10 business days, though the timeline may be shorter or longer, depending on the current volume of submissions under review. Once a post has been accepted for publication, it is generally scheduled to run within a two-week time span. While we cannot always honor specific publication date requests, our editorial team will do its best to accommodate the needs of our contributors.

Promotion and social media distribution

Traction will promote all posts via Twitter, LinkedIn, and Facebook, and other relevant social platforms. All authors are encouraged to promote their posts through their own networks, as well.

Republishing and repurposing your Traction posts

While we can only consider original, unpublished materials for publication, we are happy to allow our published authors to repurpose their posts elsewhere, with the following stipulations:

- There should be a two-week window between the time your article goes live on the Traction website and the time it is published on another site.
- All subsequent publication of your article must cite Traction as the original source and provide a link to the article on the Traction website.
- All Traction posts that are to be used in content curation efforts must adhere to standards of [fair use of online content for content curation.](#)

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What to send with your article submission

- **Your bio.** Bio should be approximately 60 words and should include your Twitter handle, as well as any other relevant links you wish to display (e.g., your blog, Facebook page, website URL, etc.).
- **Your headshot.** Please provide a .jpg or .png file to be included with your bio and published with your post.
- **A related cover image.** If possible, include a high-resolution image so we can run as a “cover” image for each post. This can be a photo, a chart, a screenshot, or a piece of theme art that represents the article topic in a compelling visual way. Images can be taken from the web or a stock photo service, as long as they are royalty-free (or in the public domain or available as part of Creative Commons), or you hold the copyright. If the image requires creator credit, please provide the necessary sourcing information, so that we can be sure to attribute it properly.

If you would like to submit a post or article idea, or have any questions, please contact us at editor@tractionnews.com. New contributors may also wish to submit links to additional writing samples that may aid in our decision-making process.

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