



GUIDELINES FOR SPONSORED BLOG SUBMISSIONS

- 1. Sponsored blog submissions must not be published elsewhere. We do verify if submissions are unique.**
- 2. Our rates for sponsored blog posts are not negotiable. Payment is required before blog insertion.**
- 3. Links within a sponsored blog post may only link back to one specific web site, not several different ones.**
- 4. Per FTC regulations, there will be a discreet disclaimer at the bottom of your sponsored blog stating that your company paid for the blog post. We will not make exceptions.**
- 5. We do not accept sponsored blogs that are outright advertorials. The focus of your sponsored blog should be to educate on a gardening related topic and offer something of substance on that topic. Then, mention how your product ties back into that topic and/or link to your company on a keyword in the blog.**
- 6. Sponsored blogs must demonstrate a good command of the English language, grammar and sentence structure.**
- 7. The length of the blog should ideally be between 350-700 words.**
- 8. Sponsored blogs must pass editorial review before they are published. You may be asked to revise your blog submission to meet our standards.**
- 9. We limit companies to one sponsored blog post at this time.**