

Sponsored Content Editorial Guidelines

The SHAPE America blog provides current partners, advertisers and sponsors an opportunity to connect with professionals in the health and physical education community through meaningful sponsored content.

All sponsored blog posts must meet SHAPE America’s editorial standards and follow the guidelines listed below. SHAPE America reserves editorial rights and approval of all blog posts.

- The tone and quality of all sponsored blog posts should primarily serve the reader. This means no “sales pitch” of products and services.
- Sponsored blog posts should be honest and provide value to the reader, even to someone not interested in buying or using a particular product or resource.
- Sponsored blog posts should be between 500–1,200 words.
- Remember who the target audience is and write for them. Most blog posts are intended for the professional HPE audience, including health and physical education teachers, HPE professionals in higher education and future professionals.

Additional recommendations:

- Use conversational, simple language that is easy for readers to digest.
- Use short sentences, short paragraphs, headers and lists to make the post more readable.
- Avoid excessive acronyms.
- Use text links within the post when referencing information from other articles or websites.
- Suggestions for crafting a headline that will capture readers’ attention:
 1. **Use numbers and lists.** Starting your headline with a number helps it stand out. Readers love lists, too, because it gives them a clear idea of what to expect in the article.
Example: 7 Fun Back-to-School Activities for Elementary PE

2. **Use words that are proven to attract readers.** Examples include: Best; Reasons; Ways; Tips; Tricks; Secrets; Ideas; Techniques; Strategies; Facts.
Example: 3 Strategies for Getting More Professional Development Funding
3. **Explain the educational value of the blog post using attention-getting words and phrases.** Examples include: “How to”; “101”; “Complete Guide”; and “Beginner’s Guide.”
Example: Creating a Before-School Walking Club: A Beginner’s Guide

Technical Requirements

- Submit sponsored blog content in Microsoft Word along with an appropriate photo (680 x 350) in JPG format that reflects the content of the article. This will serve as the Featured Image at the top of the blog post.
- Featured Image should not be an “ad” or contain a logo. It should be free of any copyright restrictions.
- Submit at least one additional photo or graphic image to be used within the body of the blog post (preferably 2-3, depending on the length of the post). (These should be at least 600 px wide.)
- Provide logo (175 x 175) in JPG format to be used as the “author” headshot along with the URL for your company homepage.
- Provide a brief description of approximately 50 words to be included in the “author” section. This can include a link to your website or specific landing page, if desired.

If you have any questions about sponsored content or other SHAPE America sponsorship opportunities, please contact us at sponsors@shapeamerica.org.