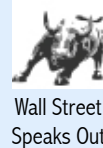
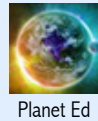


**MediaVillage** is the media and advertising community's leading destination for original journalism, thought leadership and native content. MediaVillage hosts an archive of more than 6,000 commentaries on a wide range of relevant industry topics. More than 60 industry leaders and popular journalists call MediaVillage their publishing home.

**MediaVillage** content and community channels include WomenAdvancing, 1stFive, Legends & Leaders, Planet Ed, Lunch at Michael's, Wall St. Speaks Out on Media, Jack Myers' TomorrowToday and The Future of Men. **MediaBizBloggers** serves as the publishing hub of several media company micro-sites as well as commentaries from distinguished industry thought leaders, including Stuart Elliott, Mike Drexler, Charlene Weisler, Brian Jacobs and Paul Maxwell.



## MediaVillage Editorial Guidelines

MediaVillage publishes content associated with the advertising and media industry at large, featuring commentaries surrounding research and data, ad automation, audience measurement, digital trends, radio and out-of-home, as well as television and video reviews, industry event coverage and personality profiles of established and emerging industry leaders. For approved member company contributors who provide a minimum of 12 annual original commentaries, we will develop a dedicated stand-alone business-to-business destination site within MediaVillage, and will supplement their site with at least four profiles and relevant commentaries.

### General

- MediaBizBloggers e-mail newsletters do not charge a subscription fee.
- We will not consider blatantly self-promotional content for publication.
- We allow multiple contributors/bloggers to each MediaBizBloggers community platform.
- We will maintain profiles of contributors and companies that sustain at least 1 quarterly content post, to be provided by the contributor/company or by MediaVillage.
- Our editors reserve the right to revise headlines, correct typographical and other apparent errors, and to make editorial revisions.
- We accept only original and exclusive content submissions and require 24 hour exclusivity prior to repurposing on corporate sites, LinkedIn and other distribution sources, which is permitted with active links to the original publication at MediaVillage.
- Content submissions range from 400 to 1,000 words long.
- Our editors should receive content 48 to 72 hours prior to its targeted publication date. Contributors will be informed of a confirmed publication date within 24 hours of publishing. Editors may at their discretion accept content with shorter lead time.

**NOTE:** MediaBizBloggers community platforms are exclusively available to MyersBizNet member companies and/or with express permission from Jack Myers.

### Licensing

- All content submitted to and published by MediaBizBloggers is licensed without restriction to MediaVillage/MyersBizNet, Inc. and may be repurposed in unlimited formats and distribution models by MyersBizNet without restriction, provided full attribution acknowledges the author and/or company providing the content.
- The contributing author and company accept full responsibility for the accuracy of content, for obtaining required authorization for content included in the commentary, and liability for any inaccuracies or issues arising from contributed content. This includes photography and graphics.

### Media

- Images, video, links and other rich media content are accepted at the discretion of our editors. Editors retain full rights to accept or reject submitted content without restriction.

### Distribution

- All editorial contributions will be posted to MediaVillage, will be promoted on social media, and will be considered for e-mail distribution, with regular contributors and member company contributions given priority. We also encourage contributors to actively promote content through their own social channels.
- MediaVillage editors curate multiple commentaries daily, and distribute content via multiple website, mobile and e-mail distributions.

## What We Need From You (Member Companies)

- Content on a quarterly basis (contributors are welcome to submit content on a more frequent basis such as weekly, bi-weekly or monthly)
- Content submitted as a Microsoft Word document including suggested headline and byline
- Three pieces of content for archival purposes
- Blog title (ex. Stuart Elliott Report, Hulu Insights, SMI Spend Trends)
- Headshot of contributor(s) (2400x3000px; 300 dpi)
- Contributor biography (approximately 150 words)
- Contributor email address
- Company biography (approximately 200 words)
- Company logo (2)
  - Icon (50x50px; 300 dpi)
  - Standard (300x100px; 300 dpi)
- **OPTIONAL:** A high-quality digital image to accompany archival content (of which you own the reproduction rights) (640x425px; 300 dpi)
- **OPTIONAL:** Display ad (300x250px; 300 dpi) which will promote a specific article/commentary
- Please submit all content to [maryann@mediavillage.com](mailto:maryann@mediavillage.com), [ed@mediavillage.com](mailto:ed@mediavillage.com) and [jack@mediavillage.com](mailto:jack@mediavillage.com) and your assigned account representative.

## What We Need From You (Guest Contributors)

**NOTE: With few exceptions non-member contributions are limited to two per year.**

- Content submitted as a Microsoft Word document including suggested headline and byline
- Headshot of contributor (2400x3000px; 300 dpi)
- Contributor biography (approximately 150 words)
- Contributor email address
- Company biography (approximately 200 words)
- Company logo (Standard (300x100px; 300 dpi))
- **OPTIONAL:** A high-quality digital image to accompany archival content (of which you own the reproduction rights) (640x425px; 300 dpi)
- Please submit all content to [maryann@mediavillage.com](mailto:maryann@mediavillage.com), [ed@mediavillage.com](mailto:ed@mediavillage.com) and [jack@mediavillage.com](mailto:jack@mediavillage.com).

# MediaVillage Content Communities



**MEDIABIZ  
BLOGGERS**  
Thought Leadership for Executives

**MediaBizBloggers** is the home of thought leadership from and for leading industry executives and experts. These in-depth and well-researched articles draw from sources ranging from personal knowledge of a particular sector to interviews with key industry players. Content covers a range of styles, from opinion to analysis. In all cases, the commentaries provide powerful thought leadership that will drive industry discussions and decisions.

**Sample Contributions:**

[The 10 Most Popular MediaVillage Thought Leadership Articles in 2015](#)



**WomenAdvancing** is the media and advertising community's largest all-female membership organization and provides commentaries, education, advice and support for the 65% of media community employees who are women, addressing diversity issues and supporting women at all stages of their lives and careers. We welcome content contributions that speak to these important issues. MyersBizNet corporate members have the opportunity for one of their female executives to be featured in a one-on-one interview under the WomenAdvancing banner.

**Sample Contribution:** [Six Meaningful Reasons to Become a Super-Connector](#)

**Interview Example:** [iHeartResearch: Radha Subramanyam on Media, Metrics and Mentoring](#)



**1stFive** features career-related content from young voices across the industry targeting up-and-coming media professionals. We welcome content contributions that both educate young professionals and inform industry leaders of the Millennial perspective. We invite you to identify one or more rising stars on your team to be interviewed and profiled. We additionally publish articles that explore industry trends, Millennial trends and career-related topics.

**Sample Contribution:** [What Taylor Swift Taught This Non-Millennial About Engagement](#)

**Interview Example:** [A 1stFive Profile: Connor Zickgraf of MyersBizNet](#)



**Legends & Leaders** recognizes and features senior industry executives who have achieved the pinnacle of success in their careers, sharing their experiences and knowledge. Through interviews and commentaries, we provide a forum for informal conversation and collaboration, including exclusive thought leadership blogs and video content.

**Sample Contributions:**

[CBS' Dave Poltrack: The Man; The Mentor; The Mentee](#)

[How Flawed Political Polls Can Influence Undecided Voters](#)