[Version 2022-10-20]

PostTrade 360°
How we handle your sponsored articles

In addition to our own neutral editorial coverage of the post-trade market, with a Northern-Europe focus, we offer industry actors a rare opportunity to present their own news and insights in the perfect professional context.

All sponsored content on our site is clearly marked as such, by us. Usually, we mark it by letting the main image carry a clearly visible "SPONSORED" tag. Other times your company's logo can indicate the sponsorship.

Indeed, we can offer all stages of content production and publication. Yet the following text focuses on the publication stage, where you present us with a ready-to-publish article. And it describes our most common process. We will be able to discuss exceptions needed in your case, but this is where we start from.

Enjoy our new, efficient interface!

We want to make it super easy for you to publish articles with us! We recommend you use our new content upload form – please bookmark this URL: https://posttrade360.com/publish-content/

It is designed to make it easy for you to check off all the pieces which can improve your marketing effect, such as logo file, speaker portrait and a next-step URL for potential clients. None of this is required, we just try to guide you towards better marketing effect. And if you prefer good old emails, this works fine, too. For any question, we are fully available for you!

One brush – then you decide

When you provide us with a script, we assume it is already proof-read and ready for layout unless we have agreed otherwise. To make your story sit in as naturally as possible with our over-all news flow and web site, we may adapt the headline and lead paragraph. We may propose little changes that we think will improve the effect without altering your message in any way: short active headlines, perhaps a snappy sell/lead, a stock image symbolizing the topic, a fitting caption ... In headlines and leads, we apply our own spelling standards – overall British rather than American, and generally with small-case letters for people's titles, etc – but in the main text we leave the text as the sponsor has provided it. We usually circle back the article or a layout screenshot to you after our treatment.

This said, you need to trust us on our own judgement when it comes to subsequent referrals to your article, for example from our newsletter or in our Linkedin flow. Often, we there need to adapt headlines and sells/leads to fit with the context in terms of format and tone. These link to the original article which you have controlled.

With respect to our region's business culture, which partners from continental Europe and elsewhere will often find surprisingly informal on first contact, we consciously present our content in a relatively witty and light-weight style – while never cutting corners on correctness or depth in the articles as such. Sometimes we will recommend that you let yourself come out of your comfort zone on this! Go Nordic – with us.

Our sponsored article lifecycle

Our sponsored articles go into our general news flow on our main site and is also filed under one of our topic categories so it shows up on the corresponding category subpage. Each article is included in the next newsletter.

After the article has trickled down in the flow, it is typically given a "second life". We file it for our Brand Voice list – top right on our front page, as well as in a carousel further down on it. We may replace the main image with a logotype.

Your company name is filed as the author of each sponsored text from you, and it is shown as a link. A reader who clicks it will see an overview of all made contributions from you.

Images

If you don't provide us with a high-resolution image, we will find a stock image which ties in with your topic. When you provide high-resolution images (minimum 1200 pixels wide) we can easily select, crop and prepare one to use. Our main pictures are uploaded in 16:9 proportions (such as 2000 x 1125 pixels) – quite low and wide, that is. On our front page, however, these are often automatically cropped either from the sides or from top/bottom. Thus, we recommend that all essential content of the images, such as eyes of people in portraits, are kept away from the edges.

Your updated logo in vector format (or high-resolution jpg) is always welcome.

Specific handling

For handling of specific requests from your side, where these require extensive dialogue and double-checks, we could need to charge an hourly fee after agreement with you.