



Key Requirements of the DATAVERSITY® Blog Program:

- Bloggers must work in the Data Management industry, with a minimum of 10 years experience
- Blog Approval Criteria:
 - The blog must not be published on any other site prior to, or after we have published it
 - The blog itself cannot be a marketing piece for any specific company, product, or service
 - The blog can be opinionated on any data management topic of your choice
- Blogs should be:
 - Minimum of 250 words
 - No max, though shorter is very often better
 - Written to encourage discussion and share insights on real-world experiences
 - Educational
 - Based on hot topics and controversial opinions
- Blog Frequency
 - Submissions should be made at least once every 4 to 6 weeks.

What You Get as a Contributor in the DATAVERSITY® Blog Program:

- Blog Contributor Page
 - Every blogger receives a Contributor Page
 - Contributor page is linked to every published blog we post on your behalf
 - Contributor page includes:
 - Blogger's full name
 - Blogger's job title and company name
 - Company logo with link to the domain of your choice
 - Blogger's personal bio
 - Photo of blogger (minimum size 300 px x 200 px)
 - Additional options on this page:
 - You can add as many hyperlinks and as much company advertising as you like
 - Example: Morten Middelfart's Contributor Page
<http://www.dataversity.net/contributors/morten-middelfart/>
- Blog Promotions
 - Blogs are featured at the top of the homepage on the day they are published
 - We promote all published blogs through our social media channels (over 25)
 - On twitter, blog authors will be connected to our promotions of their blog using their twitter handle whenever possible
 - Blog are included in the DV Weekly Email Newsletter



Why become a DATAVERSITY® Blogger:

- It's free! Free to blog, and you get free promotions every time you blog
- DATAVERSITY Subscriber and Website Statistics:
 - 80k+ page views per month on average
 - 44k+ unique visitors every month over the past 4 months
 - More than 85k Subscribers in our database
- Placed in front of an engaged community of Data Managers, C-level Executives, and Industry specialists with experience in many different fields who are seeking advice from peers like you
- It's easy to start

How to get started as a DATAVERSITY® Blogger:

- Begin by preparing your first blog
- When you're ready, email Charles Roe at charles@dataversity.net
 - What to send:
 - Final edited draft of your first blog (MS Word .doc or .docx)
 - Please include any images in the word document or attach to email with specific instructions on where they should appear in the copy of the post
 - Name, job title, and company name
 - Writer's bio
 - Photo
 - Company logo and link
 - Any additional social connections you would like to share with our readers

That's all there is to it! What are you waiting for?