

## CM PARTNER CONTENT GUIDELINES

### 1. Editorial Independence

- CM maintains a strict separation between advertising and editorial content.
- Editorial decisions, including what is published and how, remain with CM.

### 2. Clear Labelling and Visual Distinction

- All Partner Content is clearly labelled, e.g.:
  - "Partner Content from [Your Company]"
  - "Partner Content in collaboration with [Your Company]"
- Content is visually distinct from editorial pages, so readers immediately recognise it as sponsored content.

### 3. Content Submission Options

#### ARTICLES

Option 1: Finished copy (600–1,000 words prepared by your team)

- Content is reviewed and, if approved, CM House Style is applied. Final submission for your review is sent within 1 business day.
- Content can position your goals, approach and long-term commitment in your voice but must not read as pure marketing.

Option 2: Key messages & supporting material provided by you

- CM's editorial team drafts the article on your behalf within 2 business days.

#### VIDEOS

- Sponsor provides the video (up to 20 minutes).
- Video is reviewed for quality, accuracy and tone. CM may request edits before publication.
- Includes 1x newsletter promotion. Stays online indefinitely with SEO and related-content linking.

#### PODCASTS

Option 1: Sponsor provides audio (up to 20 minutes).

- Audio is reviewed for quality, accuracy and tone. CM may request edits before publication.

Option 2: CM interviews or scripts the episode on your behalf.

- CM's editorial team handles production.

#### REPORTS

Option 1: Finished report (2,000–12,000 words prepared by your team).

- CM formats, styles and publishes the report in collaboration with you. Your logo can appear prominently.
- May include graphics, tables, charts and other visual elements (included in price).

Option 2: CM drafts the report based on your brief, data and key messages. Priced by word count.

#### 4. Review and Approval

- CM reviews all submissions for clarity, accuracy, tone and adherence to labelling standards.
- CM may request edits or reject content that is overly promotional, inaccurate or inconsistent with CM's standards.

#### 5. Images and Assets

- High-quality images or graphics should be provided with proper usage rights.
- CM may edit or resize assets to fit publication requirements.

#### 6. Transparency and Compliance

- Content must be factual, verifiable and compliant with advertising standards.
- Reader trust is paramount; all Partner Content is presented transparently as paid content.