

# Dementia Alliance International (DAI) Guest Blogger Criteria

DAI welcomes the submission of high quality, relevant guest blogger articles for consideration.

## 1. NUMBER of WORDS

Submit an original article that is 500 – 1000 words.

## 2. LINKS

Include **at least ONE and up to two** links that are relevant to your article. Add the URL in brackets immediately following the anchor text that accurately describes the link. We encourage you to include your website URL and/or a direct link to the page providing more information about the topic you're submitting.

## 3. IMAGES\*

Attach TWO images as jpg/jpeg formatted files. Please label your images, using the same word(s)–company/organization/agency name or author's full name and a one or two word description to distinguish each image. We require a close-up author photo (head and shoulder shot) by all non-corporate submitted guest authors. Corporate authors may choose to use their company logo. We recommend a second image that we'll use for a feature image.

**You must own the right** to use these images. **Stock images are NOT acceptable.**

Images should be properly cropped to reflect the subject you're writing about and between 150KB and 1MB.

## 4. AUTHOR BIO / COMPANY DESCRIPTION

Please include a 50 – 150 word author biography or company description that will appear at the end of the article next to the author image / company logo. Make sure the bio/description is relevant to the article. If your article is accepted, we will include your company link here.

## 5. IS YOUR ARTICLE FOR MARKETING OF CONSULTING, YOUR ORGANISATION, A PRODUCT OR CONCEPT?

Please make it clear if your article is specifically for marketing purposes.

## 6. PLEASE INCLUDE THE RELEVANCE OF YOUR ARTICLE TO OUR MEMBERS?

No more than 300 words

## 7. HOW TO SUBMIT ARTICLE

Submit your article and two images as an attachment or within the textbox of your email to [info@infodai.org](mailto:info@infodai.org)

Please do not send other attachments.

## 8. SUBMISSION OUTCOMES

By submitting your guest blog post, you grant Dementia Alliance International copyright, and the right to publish your article and photo(s) on our website, in a newsletter, and via other online media.

Submission means your article is original, you have permission to submit it (if from an organisation) and question 5 has been answered honestly.

**DAI reserves the right to edit text and edit images to fit editorial requirements.**

Thank you

