



Editorial guidelines for New Jersey CannaBusiness Association guest post contributors Updated March 18th, 2022

Thank you for sharing your expertise with the New Jersey CannaBusiness Association membership and community at large! Please review the below guidelines before submitting your guest post.

EDITORIAL GUIDELINES FOR NJCBA MEMBER GUEST BLOGS

1. Guest blogs should be between 500 and 1,000 words. Longer or shorter content will be returned for editing.
2. Self-promotion is prohibited. No press releases.
3. Content should be original. Content that has been published on other websites will not be considered.
4. Content should be truthful and educational, with claims supported by reporting, research, or other source of information.
5. You may include one backlink to a page on your website. The more informative the page, the better.
6. Edits cannot be made after publication. Please check for errors in fact before submitting.
7. Content that contains objectionable material as determined by the editorial staff, such as, but not limited to, racist, sexist, or homophobic content, will not be considered for publication.
8. Content that disparages an individual, group of individuals, or other companies or organizations will not be considered for publication.

HOW TO SUBMIT YOUR CONTENT

1. Members at the **Small Business** level and above are eligible to submit to the NJCBA blog. You may submit up to once per quarter. If you are unsure if you qualify, contact Karla Pollack at NJCannaBusiness@gmail.com.
2. Once content is reviewed and approved, an NJCBA representative will inform you of the next available publication date.

SUBMISSION INSTRUCTIONS

1. Content must be submitted in an editable document.
2. Submit your content to NJCannaBusiness@gmail.com for review by the Editorial Committee.
3. Content is subject to editing for spelling, grammar, and clarity.
4. Please include the below information upon submission.
 - a. The headshot of the author
 - b. A short bio (50 words maximum)
 - c. Your company logo, if applicable
 - d. Your LinkedIn profile link, if applicable
 - e. Your company's social media profiles, if applicable
5. All the above information must be submitted in one email.

CONTENT DISTRIBUTION

1. Your content will be published to the guest blog on www.NewJerseyCannaBusiness.com.



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2. Upon publication, you will be emailed a link to the blog. NJCBA will distribute your content to our email subscriber list (2,000+) and will share one time on our Instagram, LinkedIn, Facebook, and Twitter pages (7,000+ combined following).