

Comment Piece Specification

What we need from you

- Article as a Word doc
 - Word count: 500-700 words for best impact. Absolute max: 1,000 words
 - Content must be original and exclusive
- Photograph, job title and any contact details of the person you would like to be the author (one author only)
- Any imagery you would like to illustrate the article with
- Let us know if you would like to include your logo
- Deadline: please send us the copy 5 working days before you would like it to be published

Best practice

- Avoid a sales tone – focusing on subject matter rather than the company will result in much better impact and engagement
- Content with a regional focus receives the best response with readers
- Illustrate your points with specific examples of developments, businesses, reports
- Use sub-headings to break up the text where possible and appropriate
- High quality images, CGIs, maps, infographics and videos are welcomed where appropriate
- Keep headlines punchy – you can leave the headline to us if you prefer

Please note

- Responsibility to secure permission for any images or media used rests with the client. Place North is not liable for any image copyright infringement
- All liability rests with the client
- We will edit into our house style where appropriate

If you have any questions, please contact production@placenorth.co.uk