

General guidelines for article content:

- » Articles should focus on current/emerging themes in the advanced transportation market
- » Articles should not be press release generated content
- » Article tone should be positive and optimistic about advanced transportation technologies and clean fuels
- » Articles should never overtly disparage any specific company or technology/fuel type
- » Articles should be more than 500 words but less than 1,500 words in length
- » Articles can include the use of bullet points
- » Section headers are strongly encouraged for easy reading
- » Headlines and teaser blurbs **must** be included during submission of the article
 - Headlines should be approximately 50 characters or less
 - Article teasers should be approximately 180 characters or less
- » Article must include one high resolution image
- » Highlight 1-2 callout sentences within the article
- » Include any relevant external hyperlinks within the article

Other guidelines:

- » All articles should be exclusive and original to GNA
- » Upon submission of the articles, Partner is acknowledging that GNA reserves the right to edit the copy as seen fit

For new content partners, submit the following:

- » Author name, title, organization name
- » High resolution headshot (casual preferred)
- » Brief author bio (about 3 sentences)
- » Brief organization description (about 3 sentences)
- » High resolution logo (transparent or white background only)

ACT News will provide recognition as a content partner, including the following brand recognition benefits:

- » Partner and author will be listed prominently under article headlines for articles submitted
- » The Partner logo and author will be included in ACT News email newsletters
- » A description for the Partner organization and author bio will be included on the website

