

# Editorial Guidelines for Canberra Business News

## 2018/2019

Canberra Business News is an online news site for anyone interested in business in the Capital region and is published by Lighthouse Business Innovation Centre.

Lighthouse encourages businesses to submit articles, whether they are early stage start-ups, well established businesses or organisations that support innovation and business growth in the ACT and surrounding area.

While there is no guarantee that all articles submitted will be published, we encourage you to send us your stories.

### **Publishing Priority:**

Once we have received your story and it is deemed suitable for our readers, we rank stories in terms of publishing priority. Please keep in mind all articles submitted are subject to editing. This means we can change headlines and content to suit the style of the publication. We may also add links for context or artwork to provide visual interest.

### **Editorial Guidelines:**

Before submitting an article, please ensure it meets the requirements below:

- Editorial submissions should not be advertising, sales copy or excessive self-promotion. If you would prefer to advertise and want some help creating an advertisement that will appeal to our readers please contact us at [advertising@canberrabusinessnews.com.au](mailto:advertising@canberrabusinessnews.com.au)
- Please stick to between 500-700 words.
- Articles need to be written in second or third person - avoid personal pronouns such as "I", "my", "we" or "us". Use the third person "he", "she", "it" or "they".
- We especially like stories that share your unique experiences, your lessons learned, tips, strategies, techniques, analysis and opinions. We love to hear about how you have overcome challenges and some of the highs and lows you have experienced in starting and running a business. New ideas, industry trends and local events are also great.
- We appreciate balanced reviews and thought-provoking articles that inspire conversation. Anecdotes that illustrate your points will also add interest.

We have a number of categories of articles on our website:

- *The Tastemakers* – these are articles about the region’s entrepreneurial tastemakers, from chefs to baristas, designers and “fashionistas”. They are the people who set trends and shape tastes.
- *The Game Changers* – these articles are based on interviews with key influencers around Canberra in areas of education, research and policy that are changing their industries.

- *The Entrepreneurs* – these articles are about the start-ups, inventors and researchers who are commercialising their ideas and launching new businesses.
- *Family Business* – family businesses make up a large part of our business community and have their own unique needs.

**Images:**

Please include a photo of yourself as well as up to 3 images relevant to your story. One of the images needs to be landscape (730 X 267 pixels).

Please make sure you have obtained any necessary permissions for people in your photographs.

**Editorial Copyright:**

Editorial submissions are accepted on the basis that we may use your name, comments and content for Canberra Business News as well as for promotional purposes across our other communication platforms including electronic, media and printed mediums.

**Payment:**

We do not pay for contributed content.

**Exclusivity:**

We love to publish original and exclusive content, but understand this might not always be possible. Where possible, we would appreciate it if contributed articles remain exclusive to our site for 24 hours.

**How to Submit Your Editorial:**

You can send your article and photographs to [editor@canberrabusinessnews.com.au](mailto:editor@canberrabusinessnews.com.au)