

Sponsored Content Editorial Guidelines

Thank you for your interest in sponsoring an article on *Intellectual Property Watch*. We are an independent non-profit news service. Our goals are to bring more transparency to global IP and innovation policies and to keep policymakers and stakeholders up-to-date with the latest news and information.

It is important to us that all of the content that appears in IP Watch, including our sponsored content, meets certain standards and provides value to our readers. Here are a few guidelines:

- Your article should offer thoughtful analysis or commentary on issues relevant to international IP or innovation policy written by someone who has unique expertise or experience.
- Strive to educate but don't advertise. While it's acceptable to mention your company's work, it will be more impactful to broaden the focus to address developments or trends happening in the industry and community.
- We prefer to keep articles to 500 - 1,500 words. They should include links to topics, research and other specific items that you're discussing. If you cite a study, for example, please include a link to it.
- Please include a brief 1-2 sentence bio and headshot (preferably in .jpg format) for your bylined author, as well as any links to his or her work (Twitter, LinkedIn, personal blog, etc.)
- Artwork: If you have photos or graphics you'd like included with your piece, please send them in separate files. We'll do our best to include them, but can't promise.

Please note: IP Watch reserves the right to decline any submission. You grant us the nonexclusive right to run the piece online or in any other formats. You retain copyright of the piece.

Please send your article or questions to: ads@ip-watch.org and view pricing at: www.ip-watch.org/ads.