

EHA Sponsored Blog Posting Guidelines

Purpose

To outline the requirements and process for submitting sponsored blog posts to Environmental Health Australia (EHA). This ensures all content aligns with EHA's mission and values while providing valuable information to our audience.

Submission Requirements

Relevance

- Content must be relevant to environmental health topics, such as public health, environmental protection, disease prevention, and community health initiatives.

Quality

- Articles should be well-researched, well-written, and provide original, insightful content.
- All submissions must be in English and free from grammatical errors and typos.

Length

- Blog posts should be a minimum of 250 words.

Authorship and Credibility

- Submissions must include a brief bio of the author, highlighting their qualifications and affiliations.

References and Citations

- Any claims or data presented must be backed by credible sources, with proper citations.

Non-Promotional

- Content should be informative and educational, not overly promotional. Subtle product or service mentions are acceptable if they provide genuine value to the content.

Formatting

- Articles should be submitted in a Word document (.doc or .docx) or .PDF with proper headings, subheadings, and bullet points where necessary.
- Include at least one high-resolution relevant picture, which you must have the right to use, or it must fall under the creative commons category.

Submission Process

Initial Proposal

- Submit a brief proposal or outline of the blog post, including the main topic, key points, and any relevant credentials of the author.
- Proposals can be sent to blog@environmentalhealth.org.au.

Review and Approval

- The EHA editorial team will review the proposal within two weeks and provide feedback or approval.
- Upon approval, the full article must be submitted within one month.

Editing and Revisions

- EHA reserves the right to edit the content for clarity, length, and alignment with our guidelines.
- Any significant changes will be communicated to the author for approval.
- Alterations by the author are not permitted without approval once approved.

Publication

- Once finalised, the sponsored blog post will be published as a PDF on the EHA blog page under the resources section of the national website.
- Authors will be notified once the post is live.

Compliance and Disclaimer

- All sponsored posts will mention that they are sponsored posts with a byline such as “This blog post was sponsored by (Name).”
- Sponsored posts must include the statement: “All content and the thoughts reflected in this post are those of the author and do not reflect the views of Environmental Health Australia.”
- Sponsored posts must adhere to Google’s guidelines, allowing a maximum of 2 “no-follow” links in the post.
- Payment for sponsored posts is required in advance and can be for monthly or annual periods.
- EHA reserves the right to reject any submission that does not meet our guidelines or align with our mission, to request changes, to edit for grammar, spelling, and formatting, and to take down sponsored content if it violates any copyright or patent.
- No live documents will be published (such as GoogleDocs).

EHA Sponsored Post Price options (all options are for a 6 month period)

Basic Guest Post:

Fee: AUD \$100

Includes: listing under 'Articles of Interest' on the EHA National website, one no-follow link, up to 500 words, promotion on social media.

Standard Guest Post:

Fee: AUD \$200

Includes: listing under 'Articles of Interest' on the EHA National website, two no-follow links, up to 1000 words, promotion on social media and in the national newsletter.

Premium Guest Post:

Fee: AUD \$400

Includes: listing under 'Articles of Interest' on the EHA National website, two no-follow links, up to 1500 words, promotion on social media, newsletter, and feature on the national homepage for 1 month.