



## Advertorial Guest Article Program

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## Overview

The Advertorial Guest Article Program has been developed for published authors who have written books about Arizona's history, recreation, travel and/or culture. For a small fee, authors can contribute articles to ArizonaOddities.com and promote their books, book signings and other relevant events to thousands of people who visit the online publication monthly.

### *Stats at a Glance*

- Website: [www.arizonaoddities.com](http://www.arizonaoddities.com)
  - 7,000+ page views per month
  - 4,000+ unique visitors per month
  - Visitors range in age from 19 – 66+ years old; Mix of native Arizonans and new residents
- Twitter: [www.twitter.com/arizonaoddities](https://www.twitter.com/arizonaoddities)
  - 1,700+ followers
  - Followers tend to be avid Arizona fans, journalists and passionate residents
- Facebook: [www.facebook.com/arizonaoddities](https://www.facebook.com/arizonaoddities)
  - 1,280+ likes
  - Large majority of followers are Arizona residents who “like” history, journalism and outdoors

### *Guidelines at a Glance*

- Paid guest articles are available to published authors who have written books about Arizona
- Contributors can use Arizona Oddities to promote their books, book signings and other author events
- Contributors can submit up to one article per week.
- Each article must be pre-approved
- \$40 per article (introductory rate)

### *Benefits at a Glance*

- Exposure to thousands of readers monthly who love life in Arizona
- Links to author websites or blogs
- Opportunities for event and book promotion
- Articles are optimized for search engines and promoted through social media channels
- All guest articles remain on the site as long as it's live
- Discounted ad rates for contributors

## What is Arizona Oddities?

Founded in 2009 by Andrea Aker, Arizona Oddities explores the quirks, quips, tales and turning points that have shaped Arizona's cultural identity. Andrea, Sam Lowe, Marshall Trimble and Clay Thompson serve as "The Guides," publishing a combination of book excerpts (thanks to partner American Traveler Press) and new content developed especially for Arizona Oddities. To learn more about The Guides, visit <http://arizonaoddities.com/about/>.

The Arizona Oddities Guides possess a unique combination of historical expertise, journalistic integrity and fresh perspectives, which has contributed to the development of a loyal, diverse following. The Guides provide a variety of content spanning the following categories:

- Arizona Recreation
- Artistic Endeavors
- Dose of History
- Food & Dining
- Life & Culture
- Natural Surroundings
- Northern Arizona
- Odd Observations
- Only in Arizona
- Small Town Scene
- Southern Arizona
- Valley of the Sun
- Weather Talk

## The Arizona Oddities Audience

As of September 2011, Arizona Oddities ([www.arizonaoddities.com](http://www.arizonaoddities.com)) received approximately 4,000 unique visitors a month and more than 7,000 page views.

Readers represent diverse age ranges (mostly 19 to 66+), geographical locations throughout Arizona, as well as a combination of long-time/native residents and those new to the state. According to the 2010 First Annual Reader Survey and reader comments, popular hobbies and interests include reading, history, traveling, exploring, nature and outdoor activities.

### *Social Media Reach*

Many Arizona Oddities readers are active social media users. Our Facebook page ([www.facebook.com/arizonaoddities](http://www.facebook.com/arizonaoddities)) has 1,280+ followers. The majority of Facebook posts receive comments from readers and/or "likes." The page serves as a hub for readers to communicate, swap AZ-related stories and share their own oddities.

Arizona Oddities is also active on Twitter ([www.twitter.com/arizonaoddities.com](http://www.twitter.com/arizonaoddities.com)). We currently have 1,700+ followers. Each article is promoted at least three times via the Arizona Oddities Twitter account.

## **Program Guidelines**

### *Who can contribute?*

Paid guest articles are available to published authors who have written books about Arizona's history, recreation, travel and/or culture. Guest contributors can use Arizona Oddities to promote their books, book signings, author events, and even link to their own blogs and websites.

Authors must be approved by Andrea Aker, Arizona Oddities founder and editor, prior to contributing to the program. She will determine whether the author's book and proposed articles are appropriate for the audience.

### *Program Benefits*

- Get exposure to *thousands* of Arizona buffs and recreation hunters!
- Include links to instantly purchase your book!
- Coordinate publication dates to coincide with product launches, book signings and other relevant events.
- Get published alongside some of Arizona's best-known and most-acclaimed writers.
- All guest posts are promoted through Arizona Oddities' social media channel and RSS feeds.
- All guest posts are optimized for search engines.
- Guest post authors have opportunities for homepage tile ads at discounted rates.

### *How to Apply*

Authors interested in applying for Arizona Oddities' Advertorial Guest Article Program can email Editor Andrea Aker at [info@arizonaoddities.com](mailto:info@arizonaoddities.com). Your email should include relevant credentials, the title and description of the book and/or event you'd like to promote, as well as one to three proposed topics. A writing sample may be requested, as well as a copy of the book. Please include links to other blog posts or articles you have written, if applicable. If you have questions, call (602) 339-7339. Please review "Article Guidelines" on Page 4 prior to applying.

### *Program Acceptance*

Arizona Oddities Editor Andrea Aker will notify you by email if your guest article has been approved. If the topic is not approved, Andrea will provide you with guidance on how to make it appropriate for the Arizona Oddities audience.

Once approved, the author can select a date for publication. Only one guest article may be published per day. Publication dates are available on a first come, first served basis. Authors who would like guidance prior to applying can contact Andrea at [info@arizonaoddities.com](mailto:info@arizonaoddities.com) or (602) 339-7339.

## Article Guidelines

Please review current and archived articles on Arizona Oddities to get a feel for writing style and story selection. Each guest article must fit within an existing category, as noted on Page 1.

Be creative. Articles can be educational, instructional, include rankings or “Top 10” lists, offer predictions or shed new light on seemingly ordinary places. We encourage you to pose questions and engage readers. Articles that tend to receive the most traffic on Arizona Oddities showcase unique aspects of the state unknown to most residents.

### *Guest Post Structure*

#### **Title**

Main body of guest post.

Paragraph 2

Paragraph 3

#### **Subheading**

Paragraph 4

- Bullet point
- Bullet point
- Bullet point

*Promotional content will appear in italics. You can use up to three hyperlinks. The following disclaimer will be appended to all blog posts:*

*This is a paid advertorial. Opinions expressed in the article are those of the guest author and not necessarily Arizona Oddities.*

### *Promotional Content*

Promotional content may *not* be included in the body of the blog. Space for promotional content is reserved after the article. Promotional content cannot exceed 150 words. Contributors may include up to three promotional hyperlinks. Suggestions for promotional content:

- Author bio/credentials
- Book description with a hyperlink to purchase the book
- Event description with registration details
- Links to social media networks and websites

### *Book Excerpts*

Book excerpts are accepted on a case-by-case basis. Please contact Andrea Aker at [info@arizonaoddities.com](mailto:info@arizonaoddities.com) or (602) 339-7339 for details. A copy of the book must be provided. The same costs and production deadlines apply.

### *Imagery/Video*

Contributors may include up to three relevant images and two embedded YouTube videos. We encourage the use of imagery and video. Contributors must possess the rights to publish the images and/or video. We will not use copyrighted material without written permission granting Arizona Oddities the right to publish. Book covers may accompany promotional content. Arizona Oddities will not pay for the use of images.

If authors have not taken photos or created original graphics, we suggest contributing stock images using an online database like iStock, [www.istock.com](http://www.istock.com). Images can be purchased for as little as \$1.

### *Arizona Oddities Online Writing Tips*

- Keep all articles between 250 and 1,000 words.
- Incorporate key word phrases for search engines (use the Google Ad Word Keyword Tool, [www.google.com/sktool/](http://www.google.com/sktool/), to identify the popularity of key words).
- Use straightforward headlines that clearly introduce the content. Witty headlines with a play-on-words do not fare well with search engines. Ask yourself: *What would someone type into Google to find my article?* That's your headline.
- Use short paragraphs with one thought/idea per paragraph.
- Use bullet points when applicable. Try to avoid using more than seven bullet points in succession.
- Select unique story angles that haven't been covered widely by Arizona Oddities or popular media.
- Write with passion.
- Have an objective friend, family member or co-worker review your post and provide feedback. Arizona Oddities Editor Andrea Aker is happy and willing to provide you with feedback on how to write effectively for an online audience.
- Review other online articles and blog posts for writing and structure ideas.
- Incorporate images and/or video to illustrate key points.

Arizona Oddities Editor Andrea Aker is available to assist guest authors. Please contact her for search engine optimization, structure and writing tips: [info@arizonaoddities.com](mailto:info@arizonaoddities.com), (602) 339-7339.

## Program Costs & Production Schedules

*Introductory rate!!* Each guest article costs \$40. Authors can contribute a maximum of one article per week. The article will remain on the site as long as the site is live!

*Payment is due in full seven business days prior to the publication date. The draft of the article is due five days prior to publication.* Arizona Oddities reserves the right to edit all content for style, accuracy, grammar and punctuation. All content must abide by the Arizona Oddities Article Guidelines.

Guest articles can be coordinated to coincide with the dates of book signings and other events, as the production schedule allows.

## Contacts & Connections

Questions? Comments? Want to get started?

Contact Andrea Aker, Arizona Oddities founder and editor, at [info@arizonaoddities.com](mailto:info@arizonaoddities.com) or (602) 339-7339.

Connect on our social networks!

[www.facebook.com/arizonaoddities](http://www.facebook.com/arizonaoddities)

[www.twitter.com/arizonaoddities](http://www.twitter.com/arizonaoddities)

Thank you for taking the time to review our program, and we look forward to hearing from you!

Sincerely,

Andrea Aker

*Arizona Oddities™ is an online publication operated and maintained by Andrea Aker, owner of Aker Ink, LLC. For more information about Aker Ink, visit [www.akerink.com](http://www.akerink.com).*

## Legal Provisions

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### Rates

Aker Ink, LLC may revise its advertising rate schedule at any time upon 30 days written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice Aker Ink, LLC: PO Box 1775, Scottsdale, AZ 85252.

### Right to Edit or Reject

Aker Ink, LLC may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

### Payment for Advertising

Advertiser shall pay for advertising in advance. No ad copy will be published without prior payment in full. Aker Ink, LLC has the sole discretion to change or waive the requirement. Acceptable forms of payment are cash, checks, money orders or certified checks. Credit card payments may be accepted via PayPal. Please contact us for details.

### Typographical Errors; Incorrect Insertions or Omissions

The Advertiser's contract cannot be invalidated for typographical errors, incorrect insertions or omissions in advertising published. Aker Ink, LLC agrees to run a corrective advertisement for that portion of the first insertion that may have been rendered valueless by such a typographical error, wrong insertion or omission. Advertiser shall notify Aker Ink, LLC of such errors to be corrected.

Aker Ink, LLC shall not be liable to Advertiser for any loss that results from the incorrect publication including, without limitation, typographical errors, incorrect insertion or omission of Advertiser's advertisements.

### Indemnification

Advertiser agrees to indemnify, defend and hold harmless Aker Ink, LLC DBA Arizona Oddities from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which Aker Ink, LLC DBA Arizona Oddities or any of its affiliates may become liable by reason of website's publication of Advertiser's advertising.

### Ownership of Advertising Copy

All advertising copy which represents the creative effort of Arizona Oddities and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of Aker Ink, LLC including all rights of copyright therein. Advertiser understands and agrees that it cannot

authorize photographic or other re-production, in whole or in part, of any such advertising copy for use in any other medium without the prior written consent of Aker Ink, LLC.

### **Taxes**

If any Federal, State or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

### **Cancellations**

Cancellations will not be accepted after the payment has been accepted for the agreed upon ad term. Aker Ink, LLC reserves the right to cancel a contract at any time. Advertiser will be responsible for any production or creative services provided by Aker Ink, LLC regardless of the cancellation of Advertiser's advertising.

### **Positioning of Advertisements**

Aker Ink, LLC shall have full latitude with respect to positioning all advertisements. Aker Ink, LLC will use its reasonable efforts to accommodate the Advertiser's requests; however, position of advertisements is not guaranteed.

### **Electronic Delivery**

Facsimile or other electronic means may be used to send insertion orders, agreements and other instruction. They are considered binding when accepted by us, whether or not the original copies are sent or received. We may respond to you by the same or similar means.