



Guidelines Editorial Article Tankstationvakbeurs.nl

Tankstation Vakbeurs 2019 offers exhibitors the possibility to post one editorial article that contains news on products, services and innovations in their field of expertise. Regulations apply and the editor is allowed to make editorial changes and has the right to decline articles without any reason. Articles should be written informative and editorial, commercial written articles are not allowed. Please find the guidelines for editorial news postings below:

- Article should contain: who, what, where, when, why and how,
- Source should be clear / who's telling the quotes,
- Opinions are allowed, but only as a quote,
- Word count: minimum 200, maximum 750 words,
- Pictures in landscape format, minimum resolution of 960 x 640 pixels,
- Logo's as a picture are not allowed. Please use real pictures.

The above listed guidelines are standard guidelines for writing editorial articles. Research and own experience shows that if you follow these guidelines, the articles are read 200% more often than when they are commercially written. Please send your completed articles to remco.nieuwenbroek@tankpro.nl, the articles will be distributed to the editor for review and approval.