

Native Content material specifications

Advertorial

- Text of maximum 100 words and a title of maximum 70 characters
- One image (minimum 300x400 pixels, JPEG)
- Optional: we can add a [Read More](#) link to go to a subpage for which you can provide a text of max 5.000 characters and maximum 3 pictures (minimum 300x400 pixels, JPEG)

Please also provide URL of landing page

Promotion packages articles/case studies

Header: Max 70 characters
Text: Max 150 characters
Image: 400 x 300 px, JPEG, max 49kb

Please also provide URL of landing page

Video promotion packages

You can send an embedded video link (YouTube/Vimeo), a title (max 50 characters) and introduction text (max 150 characters).

Business/Companies View article (GIM, HYDRO, GISPro, GW)

Scope

The basic concept of the "Company's View" is to present in each issue of GIM International a company or an organisation on a **non-commercial basis** via an informative article of 1,000 words. **Please try to avoid unnecessary marketing lingo.**

Main topics to be covered are a historical overview, the current profile, the international and global scope, and a view on the future. Production of the article has to be accomplished according to the guidelines below.

Text needs to be delivered by e-mail, preferably in a Microsoft Word document.

The check list for the required information comprises:

Title: in 3 to 5 words

Subtitle: company's name

1. Introduction: (maximum 60 words)

- Start with company's name and city of headquarter, name kind of company and state main business.
- The introduction aims to give a quick impression of further content to entuse the reader into reading your article.

2. Historical overview (maximum 200 words)

- Kind of a company/organisation (private, governmental, NGO)
- Foundation (place and date)
- Kind of foundation (newly founded, formed via a merger; founder/parents)

- Size and main activity at start up
- "From then to now" revealing main characteristics of development (details about the current situation are to be presented in the next section)
- Personal quote of the founder (when still in the company)

3. Current profile (maximum 200 words, all elements 'compulsory')

- Mission statement
- Main business
- Management philosophy and style
- Structure and organisation
- Number of staff
- Financial key figures

4. International and global scope, current situation (maximum 400 words)

- target market(s) / client groups
- export / import policy
- personal quote of the CEO/director/president

5. View on the future (maximum 300 words)

- changing circumstances expected:
 - technology;
 - global economy;
- regional economic developments & markets;
- R&D;
- Targets for this year and the next five years.

6. Illustrations

3-5 Illustrations have to be submitted with a caption and with their reference number as used in the text. All illustrations need to be in full colour and of high quality (1000 pixels).

Preferred subjects for illustrations are:

- Photograph of the president/CEO/director or founder;
- Photograph showing staff and/or product in action;
- Graphic(s) related to the company's activities.

Prescribed data formats are: TIFF, JPEG and PNG.

7. Author

Furthermore an author is required and his/her the email address or the email address of the person quoted in the article.

Sending materials

All digital materials to be sent by e-mail to the Editorial Manager: Wim van Wegen, wim.van.wegen@geomares.nl.

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