Editorial Guidelines for Advertisers

RoofersCoffeeShop.com provides informational blogs/articles and educational content for roofing contractors to help them be successful in their businesses.

As an advertiser, you have the opportunity to share content on the site about your products, your company news, events, project profiles, contractor testimonials and more. When submitting articles, please use the following guidelines:

- Include a headline and a sub-headline (one sentence of further explanation). This is important for SEO results.
- Use a single return after paragraphs and do not indent.
- Length should average 300 – 1,000 words.
- Include appropriate links within the document.
- Include a call to action! What do you want them to do after reading the article – visit your website, fill out a form? You need to tell them what to do.
- If the article appeared elsewhere online, please indicate "This article first appeared [say where, i.e. XYZ Company blog] and can be viewed here [link to original post]."
- Submit photos as separate files – do not embed them in the document. If photo credit is required, please include the credit within your document.
- If referencing RoofersCoffeeShop.com, always spell it out and capitalize the R, C and S.

Content Ideas

Content should fit within one of the following categories: Industry News, Products and Services, Technology, Caught Doing Good, Guest Blog, Contractor Review, Sales & Marketing or Project Profile.

- Events, webinars, trainings
- New hires and promotions
- New products, new color options, new product features
- Testimonials, project profiles, success stories, product reviews
- Donations, charitable activities
- Installation tips, frequently asked questions
- Recognitions or awards

Style Sheet

At RCS, we follow AP Style Guidelines. Here are reminders for some of the most commonly missed guidelines:

- Lower case titles unless they precede a name.
- Always put commas and periods inside quotation marks.
- Spell out numbers one through nine. Use numerals for 10 and higher. Numbers starting a sentence should always be spelled out.
- Only use a comma in a series if it is necessary to avoid confusion.
- Trademark ™ and copyright © symbols are only required on the first mention and not on additional mentions.

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