

## WRITERS' GUIDELINES

### FOR EDITORIAL SUBMISSIONS TO THE TOP500 NEWS PAGE

#### REACH THOUSANDS OF PEOPLE IN THE HPC INDUSTRY

TOP500 is a well-established name in the HPC community and attracts HPC and Business Computing professionals from around the world on a regular basis. With over 70,000 unique visitors and 300,000 page views per months, TOP500.org is the perfect platform for your HPC news to be communicated on.

#### WHAT KIND OF SUBMISSIONS ARE WE LOOKING FOR?

We are looking for genuine news stories (usually in form of press releases) or blog posts. Anything that could be of true news value to TOP500 readers is worth a submission.

##### **News stories:**

- Objective news, no promotional texts
- Add [anna.schorr@top500.org](mailto:anna.schorr@top500.org) to your PR distribution list so we get your press releases automatically.

##### **Blog posts:**

We – and our readers – want to know about your views about hot topics in the industry. Blog posts can be subjective and even provocative, but never promotional.

We expect well-written posts between 500 – 700 words related to the state-of-the-art HPC projects, popular topics, research, analysis, systems, products and services. The posts must be **unique and should not have been previously posted anywhere on the Internet.**

##### **Featured articles:**

If you have a compelling story that can't be told within the 700 words limit, please submit it as a feature article. The TOP500 editorial team will then decide whether we can keep it as a longer feature story or whether it needs to be cut down to fit the 700 words limit.

#### IN WHICH FORMATS CAN CONTENT BE SUBMITTED?

You can send us content as Word or ODT files. In addition, you can also send documents hosted on Google Docs or a similar service.

## ADDITIONAL THINGS WE WILL REQUIRE YOU TO SEND US?

In addition to your text, we need a photo (of the author or relating to the story) as jpeg image (100 x 100 pixels). If you are submitting a blog post, we also prefer a link to your bio (about the author). Please include all the images used in the post as separate attachments in jpeg or png formats.

### **How long will it take for a guest post to be published on the site?**

We publish editorial content continuously, and include your submission as and when we see fit. If we find problems with your submission, we will notify you about it.

## HOW CAN YOU SEND YOUR SUBMISSIONS TO US?

Please email all your guest posts to [anna.schorr@top500.org](mailto:anna.schorr@top500.org) . When sending an email, please make sure to add the text as an attachment along with other files.

## IF YOU HAVE NEVER WRITTEN A BLOG OR FEATURE ARTICLE BEFORE, PLEASE FOLLOW THESE GUIDELINES:

1. Be interesting, or better yet, be provocative.
2. Be conversational: raise questions, invite contributions, discuss what's happening on other blogs, leave some loose ends, and respond to comments made by readers.
3. Inject some personality into your posts and include observations and anecdotes.
4. Make use of multimedia whenever possible and think about your post's layout.
5. Credit the original source of all content embedded in posts.
6. Make sure posts are seen by a second pair of eyes before publication.
7. Never take an idea or insight from another blogger or site without acknowledgement.

Contact us also about banner advertising and sponsored content opportunities on TOP500.org.