



## Guest Writer Guidelines

The mission of our AvidMax Blog is to inspire adventure and educate our customers in fly fishing, fly tying, camping, photography, and other outdoor activities. All posts discuss relevant gear we carry. Thank you for your interest in guest writing and we hope to see your article about your adventure soon!

### Legal:

- AvidMax reserves the right to refuse publication, remove blog content, and change these Guidelines as they see fit.
- The ownership of any guest blog post will be transferred to AvidMax upon submission.
- AvidMax is pleased to give writers credit for both submitted and published posts.
- Once a post has been submitted, it may not be published anywhere else, be it the writer's personal website, blog, or elsewhere.

### Blog post content:

- Content must be the guest blogger's own original work and must not be published anywhere else.
- Plagiarism is not permitted. When quoting others, sources should be cited accordingly.
- Submissions should be kept between 500 – 1000 words on average. Up to 2000 words is acceptable for detailed articles.

### Images:

- AvidMax welcomes images and/or videos to accompany guest blog posts.
- AvidMax prefers that images provided are directly related to the post content.
- If pictures of people are included, AvidMax asks that permission to use is obtained.
- High resolution edited .jpg images of 2500 pixels or more is the preferred image format.
- Send as many images as you want to properly support your article. We may not use all of them but it is good to have some options.

### Links:

- One link will be allowed in the byline displayed at the bottom of the page below the blog post.
- AvidMax does not allow links to personal sites within the post content unless the site directly relates to the post topic.
- The byline link may not be an affiliate link or point to an affiliate site.
- SEO'd anchor tags to relevant websites may be included.
- Excessive links or any links that appear to be spam will be removed.

### Editing:

- AvidMax reserves the right to make edits to the post where necessary in order to ensure the AvidMax Blog stays congruous with their values and legible to readers.
- Avidmax will communicate any changes and seek writer approval prior to publication.
- If a post is viewed as inappropriate or in need of improvement, AvidMax will notify the writer and may offer suggestions so that the post may be published in the future.