

Prospector Knowledge Center

Contributing Author Guide

The Purpose of the Prospector Knowledge Center

Delivering meaningful content to product formulators is the number one priority of the Knowledge Center. Your articles give formulators and R&D professionals useful information that assists them in solving technical problems and getting new innovations to market, as well as in achieving career goals. We also link back to the Prospector search engine, providing important connections between expert advice and Prospector's materials content.

Developing the Editorial Calendar

As a contributing author, you will help craft the Knowledge Center editorial calendar. This includes confirming topics we have identified, as well as making suggestions for your own topics.

Selecting Successful Topics

Articles based on one of the following topics usually do well with our members:

- Formulation basics
- Solutions to formulation problems
- Material or material category primers and deep dives
- Career development advice
- New or notable ingredient technologies or processes
- Information on trends, regulations and other important issues

Collaboration Via Word documents

Word documents are the preferred way for Prospector to collaborate with writers, and efficiently communicate. Simply submit articles as Word doc email attachments, and our editorial team will review, edit, and make comments via Track Changes, then send back to you for approval. Article submission via Google Docs may also be arranged, if preferred.

A Few Things to Consider

Technical Information. Prospector has relationships with suppliers all over the world. Discretion is required when publishing some information to the public. The Knowledge Center is open to anyone who finds us through organic online searches, social media, etc. If the information included your article is publically available on a supplier's website, you're welcome to reference it in your article. **Please do not include product information that is only available in a secure document on ULProspector.com**, ex. chemical properties of proprietary formulations.

Images. You may want to include an image, chart, or diagram with your article.

- If the image is sourced from a supplier, **you must have their express written permission to use the image.**
- If your image is taken from the internet, **you must confirm the image is public domain or allowed for use by the media, so we do not violate the copyright.**
- Please **note the source of all images** AND indicate where in the article you would like the images to appear when you submit the draft of your article.
- Alternatively, the Knowledge Center editorial staff is happy to help procure properly sourced media for your articles. Applicable search terms are helpful and appreciated.

Original Content. Some of your articles may require more extensive research than others. Be careful to **write in your own words and always cite your sources.** Our platform cannot format footnotes. Please note references within the article, and list them at the end of the article.

Deadlines

Due dates for your content are based on content type, editing and publishing timelines and other criteria. Your vigilance in meeting agreed upon deadlines ensures that each piece of content receives the attention it deserves prior to publication.

Word Count

Articles around 700-1000 words are ideal. Longer or shorter articles will be considered if they provide important, engaging information for our readers, and may be split into multiple parts.

Recommended Product Links

We encourage you to include links to relevant products or formulations in the Prospector search engine. You may include these links within the body of your article or in a list at the end.

A Note on Linking: Products marked as "confidential" in the search engine are not eligible for linking, as not all of our members have access.

Editing & Review

Our editorial staff will proof and edit your article to fix grammar and style issues. We'll also include notes if there are questions about your content or meaning. Authors will have the opportunity to review edits and reply with feedback.