

# Technews Publishing

## Editorial Approval Policy

Advertising and editorial are necessarily separated in order to preserve the editorial integrity of Technews' publications, as well as their online electronic counterparts.

This article is being sent back to you, the interviewee and source of the information, for **factual verification**.

### 1. Factual Verification:

- a. Please check the attached for **FACTUAL** accuracy only.
- b. Factual verification relates to the verification of facts. The structure of the article, in terms of the introduction and content, as well as matters of house style, may not be altered.

### 2. Marking Changes:

- a. Please do not retype the article, but mark **CHANGES** clearly and legibly on the copy submitted to you. E-mailed **CHANGES** must be indicated clearly through use of colour, bolding, or underlining.
- b. Please send back only the **FINAL** proofed version (not multiple, altered versions from everyone who has checked it).

### 3. Deadlines:

- a. Please accept the **DEADLINE** specified on the accompanying cover letter/e-mail/indicated below for verification of the factual content. Factual changes received within the allotted time will be made. In the absence of any communication from you to the contrary, it will be assumed that the article is factually correct and publishable as is.
- b. Should you require to have the article checked by **OTHERS**, please ensure that this is done within the allotted clearance period.

### 4. Advertorial:

- a. If placement, structure, style and layout are to be negotiated, then this article ceases to be editorial, and instead becomes advertorial, which will be passed on to the advertising department for the normal advertising rates to be charged.

### 5. Other Notes:

- a. That an interviewee consents to having the article published when agreeing to be interviewed is implicit, and the editor reserves the right to publish all articles.
- b. Copyright vests with Technews Publishing.
- c. General press releases are submitted with the understanding that their use is at the final discretion of the editor, and that their content is subject to editing according to house style.
- d. Press releases submitted for a particular feature are evaluated according to newsworthiness and space availability. Journalist-generated copy gets preference.
- e. Due to the aforesaid restrictions, advertisers cannot be given an unequivocal guarantee that their copy will be used.

Deadline for approval .....

*'Facts are sacred; comment is free'*