



Case Study Policy and Guidelines

- ASQ will prominently display “Sponsored Content” where the case study is presented.
- The content **should**:
 - Be informative and explain trends and applications or use case studies specific to the quality field that are relevant to quality professionals.
 - Respect our reader’s trust and attention.
 - Be honest, fair, and objective.
 - Help quality professionals make better, more informed decisions.
 - Use a helpful, positive tone.
 - Be direct, concise, and easy to read.
- The content **should not**:
 - Be overtly promotional. The purpose is to create valuable resources that are read, shared, and respected by a professional audience. The value in sponsored content is not only in being in front of a target audience, but also in being trusted by them.
 - Make biased or exaggerated claims.
 - Focus only on the benefits or features of a product or service.
 - Compare products or services to competitors.
 - Use unnecessarily technical or dense language.
 - Trick or confuse the reader.
- As with all advertising, sponsored content must follow the QP advertising guidelines. ASQ may reject or remove sponsored content that does not follow our guidelines or that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to the ASQ and ASQE brands.



Case Study Specifications and Requirements

- Articles will be reviewed by ASQ editors before publication to ensure they meet all applicable guidelines and do not contain obvious grammatical or style errors. However, approved articles generally will not be copyedited: Advertisers are expected to submit complete, polished already-approved pieces ready for print and/or digital publication.
- File Format: Print-ready, high-resolution PDF
- Length: 800-1,300 words
- Images: Up to three images
- References: References are allowed, but are not required unless scientific or other factual claims are included that may be unfamiliar to our readers. References should be numbered within the text.
- Authors: The authors must be clearly identified, including name, degree, and title/affiliation.
- Logos: Include in your submission a company logo as well as the URL to which it should link.