



Editorial Guidelines:

Submitting content for The Health Collaborative's Cerkl

Cerkl (pronounced *circle*) engages audiences by tailoring the news they receive. Cerkl takes the content we post and gets it to the right person at the right time: the interests and topics identified by our audience allow us to curate a more meaningful newsletter, and Cerkl offers customized layout, timing, and frequency options that can be pre-set by each individual recipient. This means long-term, sustainable engagement with our audience.

The Health Collaborative's Cerkl consists of more than 7,000 health and healthcare stakeholders, partners, and friends. Our Cerkl can be broken up into "segments" for more targeted delivery – see examples of segments below. Please visit [The Health Collaborative's Cerkl](#) and the [Cerkl website](#) for more info about Cerkl.

Best Practices for Cerkl Submissions

- Article should be approximately 500-1000 words
- Include at least one image (see required image sizes at right)
- Designate target audience (optional: see audience segments below)
- Designate duration (from 2 weeks up to 60 days)
- Author byline (if applicable)

Examples of Available Audience Segments

- Hospital/health system contacts (5,200+)
- Accountable Health Communities (AHC) partner organizations
- Greater Cincinnati Disaster Preparedness Coalition
- The Health Collaborative's member organizations
- The Health Collaborative's health information exchange customers

Approval/Review Process: all content is subject to final approval by The Health Collaborative's communications staff.

Cerkl Image Requirements

Cerkl refers to "placeholder images" to describe images associated with each article. [Details can be found here.](#)

The optimal image size is 600 x 400px.

The image file should have a maximum size of 100k. You can use JPG, GIF and PNG images. If you have trouble sizing your image correctly or have general questions about using images, we can help - please don't hesitate to ask us!

Ready to Get Started?

Contact: Alisa Lambert
Manager, GPO

513.618.3631 or alambert@healthcollab.org

Cerkl® Guidelines for The Health Collaborative's GPO Preferred Vendors:

Making sure we have everything we need for your spotlight article

Organization Information

1. Organization name	
2. Your contact information	Name: Title: Phone number: Email address:
3. Item(s) and/or service(s) available to members of THC through GPO contract (please be specific)	

Your Content (1000-word limit): Copy & paste at the end of this document or attach separate pages:

- Description of organization (mission, purpose, etc.)
- Description of product/service being promoted
- Details on item 3 above: promotion or sale available to GPO members through this communication (if applicable)
 - (i.e., “If The Health Collaborative GPO members sign up by X date they get 15% off your first order;” or “all new orders by The Health Collaborative GPO members placed by X date will receive 15% off,” etc.)

Submitting Your Content

Please complete and submit this form to **Alisa Lambert**, at alambert@healthcollab.org. Let us know if you need help developing/writing your content. We'll post it to our Cerkl it along with our “Preferred Vendor” seal for four weeks unless you specify otherwise.

When submitting, don't forget to include:

- **Your organization's logo (AI or EPS formats preferred; high-resolution PNG or JPG files also accepted)**
 - **Photos of business/product, etc. for use in promotion (high-resolution photos preferred in PNG or JPG format).**
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