



ALTA
PERUVIAN
LODGE

GUEST BLOG PROGRAM

Policy and Posting Guidelines

Thank you very much for your interest in the Alta Peruvian guest blog program. This document provides an overview our recommended policies and posting guidelines. Please note that the Peruvian reserves the right to deny any submissions that do not meeting our established guidelines.

HERE'S A SNAP SHOT OF WHAT WE'D LOVE TO HAVE YOU BLOG ABOUT:

- everything powder - photos, editorial, video
- skiing traditions you celebrate and love
- experiences in Alta and/at the Peruvian
- trends happening in the skiing community

POINTERS & GUIDELINES

KEEP IT GOAL ORIENTATED

Before you start writing, have a clear picture of what you want to say and identify a target audience.

KEEP IT "G" RATED

Since we're a family-friendly lodge, your blogs may not include swearing, offensive views or language, sexual references and outright attacks on individuals or organizations.

KEEP IT UNIVERSAL

We all have our favorite things. But try and limit the amount of product placements happening in the blog. Also, think of your audience - engage with them making your copy as clear as possible.

KEEP IT SHORT

Less is more. So as a general rule of thumb, think of the amount of website copy like this: one sentence equals a paragraph. Also, in our digital world of instant gratification, we recommend keeping content short and punchy, with clever and descriptive headlines. When writing a list, always use bullets!

KEEP IT VISUAL

When appropriate, provide us with supporting graphics, photos or videos. That will break things up a bit.

KEEP IT EXCLUSIVE

Although it's your blog, we recommend your submitted article is specially for Slope Slide and not published elsewhere.

KEEP IT REAL

We all over exaggerate every now and then. Please your post will be open to the public so please don't make any statements you can't back up, and if you do state anything outrageous expect us to ask you to prove it.

WHAT'S NEXT

After guest bloggers submit an entry, they will be notified within two weeks of the submission of the expected posting date of your article.

On the off chance that a submission is turned down, please don't take it personal. There may be a variety of reasons that a submission may be turned down and may include: the submission didn't fit our overall goals, it violated posting guidelines and/or the topic has already been covered in past posts.

Interested in joining our guest blog community? Submit your entry at altaperuvian.com/guest-blog