



CLUTCH
MAG

WRITERS GUIDE



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OUR GUIDING PRINCIPLES

Clutch Mag is the new platform for the modern man with diverse passions for sports, entertainment, and culture. We enlighten and entertain with innovative storytelling, original reporting, and conscience commentary.

We want to collaborate and post your content on our platform. Our goal is to introduce your content to a new audience. We want to enrich their lives with engaging content, collaborations, and narratives around their diverse passions.

Show us you're **CLUTCH**. Defy the odds and define the moment

1. Philosophy

We live by a simple core philosophy. **DO NO EVIL.**

Any content that does not align with this philosophy will be removed. Writers are free to create content as long as it does not cross the line or put the philosophy at risk.

Content cannot promote violence, encourage hate, encourage inequality or break any state laws. Unless the content is in an artistic medium.

2. Advertising and Commission

Clutch Mag sells advertising inventory and paid sponsorships across Clutch-Mag.com. We will clearly identify any advertising or sponsorship on Clutch Mag. From time to time, Clutch Mag may sell a sponsorship that includes posts and content sponsored by a company or an advertiser.

Writers earn commission on advertising sold on their post (articles, narratives, reviews, and list).

Engagement, shares, clicks are used to determine the commission. The most talented writers that bring consistent views and engagement can earn stronger incentives as well as partnership deals.

Writers can earn commission for the life cycle of their content. The Clutch Media group has the right to decommission any content that is plagiarized. As well as any content that utilizes bots or spyware.

We will identify any posts that are part of a corporate sponsorship and provide information about the nature of the sponsorship.

Our website may [also] contain affiliate marketing links, which means we may be paid commission on sales of those products or services we write about. Our editorial content is not influenced by advertisers or affiliate partnerships.

3. Opinions and Reviews

In the event that one of our writers is asked to review a product or service, and receives such product/service free of charge in exchange for the review, that fact will be clearly disclosed. Clutch Mag writers and contributors must honestly and fairly review the product or service, based on their experience and expertise. Clutch Mag does not accept advertisements, sponsorships, or goods and services as a condition to provide a review, whether favorable or unfavorable. All editorial reviews and other comments on Clutch Network are based on the editorial discretion of the Clutch Mag editorial staff, its writers, and contributors, and not based on the desire of a company, sponsor, or advertiser. The contribution of any product or service, advertisement or sponsorship does not guarantee a favorable review, write-up, or endorsement.

Our writers and contributors may only endorse products or services that they have reviewed, used and/or researched, and believe, based on their experience and expertise, are worthy of such endorsement. A writer's or contributor's opinion or endorsement does not reflect an opinion or endorsement by Clutch Mag or its management. Clutch Mag and its writers and contributors provide all content, reviews, opinions, and other materials "AS IS"; such content should not be relied on as the sole basis to make any purchasing, financial or other decisions. Any product claim, statistic, quote or other representation about a product or service should be verified with the manufacturer or provider.

4. Testimonials

Clutch Mag's editorial policy does not permit endorsements or testimonials by celebrities unless they are bona fide users of the products or services. This disclosure does not apply to advertisements or sponsored content provided by third parties on Clutch Mag.

Clutch Mag publishes information with the primary purpose of providing the best, most robust editorial coverage and conversation, written by sports fans, for sports fans. The writers across Clutch Mag will not engage in activities or arrangements that would conflict with that primary goal.

SUBMITTING CONTENT

This section provides a breakdown of you can receive your login credentials to submit content.

Login Requirements

Contributors must have accounts with Wordpress.com and Gravatar.com. Once that is setup, you will need to email clutchstaff@clutchmag.co with your NAME/CONTRIBUTOR in the subject line. Add the email used for your Wordpress account and the area you would like to cover. A project coordinator will respond back with credentials.

Wordpress.com

- All content is submitted on Wordpress.com

Gravatar.com

- Gravatar allows you to set your avatar image and link your social contact pages.

Content Archetypes

This section provides a breakdown of the content that we cover for Clutch. We want to enrich the lives of our audience with engaging content, collaborations, and narratives around their diverse passions.

Remember DO NO EVIL. No gossip, vigilante justice (street fight videos), or footage of brawls.

Sports

Sports content can range from breaking news, trades, in-depth analysis, highlight clips, predictions and top list for the sports below:

- NFL
- NBA
- CFB
- CBB

Entertainment

- Movies: News, reviews, casting, trailers and top List
- TV: News, reviews, casting, trailers and top List
- Music: Hip Hop, news, new music,



Women

Philosophy, dating tips, self-improvement and artistic works

Fitness

Workouts, diets, tips, training advice, and studies.

Culture

Philosophy, tech, life advice, self-improvement and impactful news.

Content Requirements

Content must have a minimum word count of **250** words and maximum of **600** words. There is a maximum of **1200** for editorials, reviews, and list content.

Angle: Clutch readers demand forward-looking analysis. Editors and Brand managers look, again, for at least two consecutive paragraphs that contain such analysis. That means making predictions or raising questions about the impact of the article's topic.

Support: Every single statement of opinion must be supported at least one persuasive fact. Source links should if used for research.

TIPS

There are also six metrics that Editors look at while evaluating the mechanics of your writing.

Textual Correctness: Spell everything correctly. It's as simple as that. Even one misspelled word will be held against you. Any more than two grammatical errors or typographical errors combined will also have you on your way to an invitation to try again in 30 days.

Opinion: Opinionated analysis rather than merely regurgitating facts. Editors look for at least two consecutive paragraphs that contain subjective interpretation of the event or events being covered. The consecutive-paragraph requirement guards against "drive-by" analysis. Editors want to see thoughts developed a little bit.

Sentence and Paragraph Structure: Readers like concision and so does the Editorial team. We like to see an average of fewer than 20 words per sentence and four sentences per paragraph.

Language Variation: Word repetition is the big issue the team is looking for here. Using the same word two times in one sentence or three times in one paragraph, other than for rhetorical effect, will raise a red flag. Editors also look for subject-predicate repetition, which is the non-rhetorical use of identical subjects and/or predicates in consecutive sentences.

Verb Choice: Avoid passive verb constructions. Too many, and the Writer Admissions team will stop reading. "Too many" is not very many.

Authorial Voice: Avoid more than two instances of first-person voice.

Balance: There is a difference between satire and negative criticism. Content that is heavy on the latter will not be heavily promoted with the Branding team.

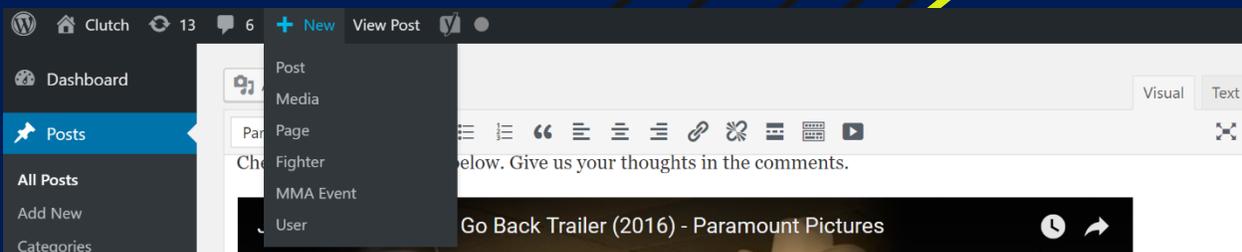
How To Upload Content

After logging into Word Press you can start posting your content.

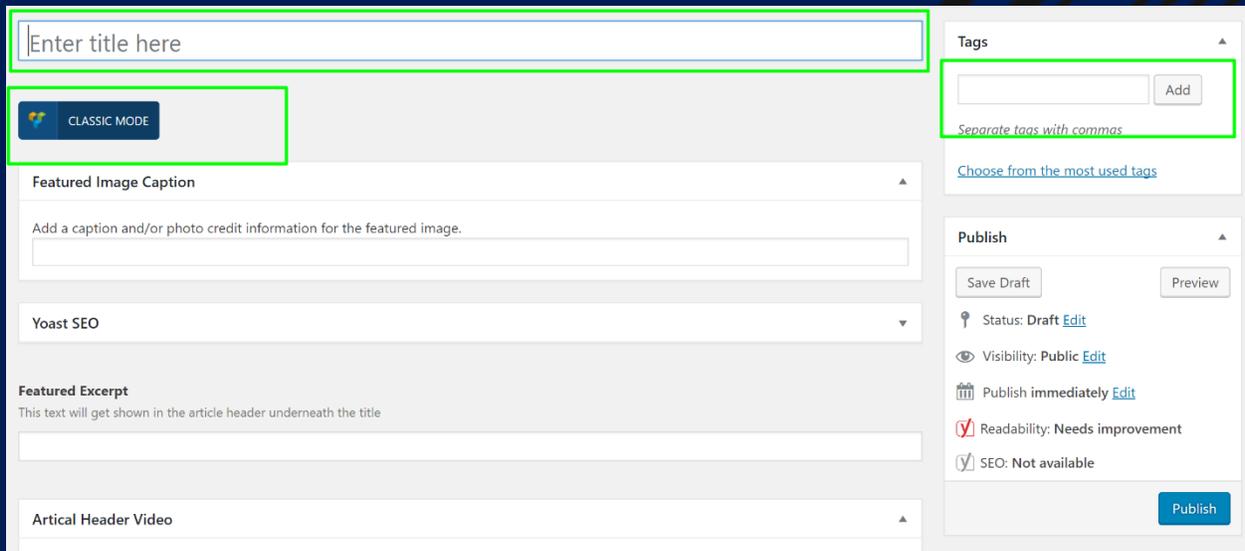
http://clutch-mag.com/wp-login.php?redirect_to=http%3A%2F%2Fwww.clutch-mag.com%2Fwp-admin%2F&reauth=1

Below is a step by step guide to posting an article on Wordpress. You can also watch <https://www.youtube.com/watch?v=o-HI67WFfNc> if you need more help.

1. On the top navigation bar, select **NEW** scroll down and select **POST**



2. The new blank post page will appear



3. Enter the title of the article

Enter any title you want for the articles. The Editorial staffing and Branding Team reserve the right to change the title to improve SEO or engagement.

4. Enter the **TAGS** for the article

This is important because the tags are used to pull content from the site in key areas. This is not a requirement. If you would like to add them that is ok. The Editorial staff typically reviews all of the articles and the tags.

Example if the article was about the Avengers, the tags that could be used could be **movies, Marvel, Avengers 4, Robert Downey Jr, or Chris Evans.**

5. Add any content to the body of the section words and links. Inserted links from Twitter, Youtube and Instagram will appear the same way that it appears on their websites.

6. Add the **Category**

After you have entered all of the content, check one of the **CATEGORY** boxes on the right side that applies to the theme for your article.

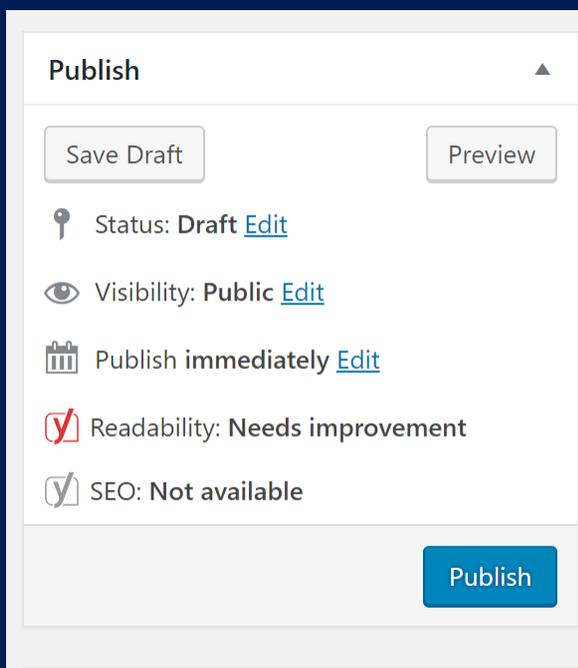
The image shows a screenshot of a content management system interface. It is divided into two main sections. The top section is titled 'Categories' and has a dropdown arrow. Below the title are two tabs: 'All Categories' and 'Most Used'. A list of categories is shown with checkboxes: Culture, Entertainment, Fitness, Other, Sports, Sticky, top_posts, and Uncategorized. A green box highlights this list. Below the list is a link that says '+ Add New Category'. The bottom section is titled 'Featured Image' and has a dropdown arrow. Below the title is a button that says 'Set featured image', which is also highlighted with a green box.

7. Add the Image/Set Featured Image

Writers are **not required** to provide images. Images can be changed based on the Branding Team and Editorial team. Select **SET FEATURED IMAGE** to set the image for the article. Images should be **1200 x 700**. If you would like to submit your own image, the image “must be labeled for reuse” on platforms such as Google Images, Flickr, Wikimedia Commons and Pixabay.

8. Preview your content

You can select the **PREVIEW** button to get a sneak peek of how your content will look on Clutch. Wordpress will also save your content as a draft, once you select this option. If your article does not have an image, select **SAVE DRAFT**. Our editors will add the image and publish the article.



IF you have any questions please email clutchstaff@clutchmag.co.

TERMS OF USE

Submissions

We do not claim ownership of any information, data, text, software, music, sound, photographs, graphics, video, messages, tags or other materials you submit for display or distribution to others through the Services (collectively, "User Submissions"). As between you and us, you own all rights to your User Submissions. However, you grant (and confirm and promise to us that you have the right to grant) to us and our affiliates, representatives, sublicensees and assigns an irrevocable, perpetual, non-exclusive, sub-licensable, royalty-free and fully-paid, license (sublicensable through multiple tiers) throughout the universe to use, distribute, syndicate, license, reproduce, modify, adapt, publish, translate, publicly perform, create derivative works and publicly display your User Submissions (in whole or in part) in any format or medium now known or later developed; provided, however, that our exercise of our rights under the foregoing license shall at all times be subject to the limitations upon disclosure of your User Submissions imposed on us under our Privacy Policy. You hereby irrevocably waive (and agree to cause to be waived) any claims and assertions of moral rights or attributions with respect to your User Submissions. We reserve the right to display advertisements in connection with User Submissions and to use User Submissions for advertising and promotional purposes without any compensation to you. These advertisements may be targeted to the content or information stored on the Services. In consideration for us granting you access and use of the Services, you agree that we may place such advertisements throughout our Services. We do not pre-screen User Submissions, and you agree that you are solely responsible for all of your User Submissions. We are not required to backup, host, display, or distribute any User Submissions, and may remove at any time or refuse any User Submissions. We are not responsible for any loss, theft or damage of any kind to any User Submissions. You represent and warrant that your User Submissions and our authorized use of such submissions do not and will not infringe the rights of any third party (including, without limitation, intellectual property rights, rights of privacy or publicity, or any other legal or moral rights). Your User Submissions must not violate our policies. You may not represent or imply to others that your User Submissions are in any way provided, sponsored or endorsed by us. You, and not we, are responsible for any consequences of sharing personal information about yourself on public areas of the Service, such as your home address or the home address of others.

We own all rights, title, and interests in any compilation, collective work or other derivative work created by us using or incorporating your content (but not your original content). When you use a feature on the Services that allows users to share, transform, readapt, modify, or combine user content with other content, you grant us and our users an irrevocable, non-exclusive, royalty-free, perpetual, right and license in the universe to use, reproduce, modify, display, remix, perform, distribute, redistribute, adapt, promote, create derivative works, and syndicate your content in any medium and through any form of technology or distribution and to permit any derivative works to be licensed under these same license terms. The rights granted under this section 2 will survive the termination of these Terms.

All content and materials provided on the Services are intended for general information, general discussion, education, and entertainment purposes only. Do not construe that such content is either endorsed or verified by us. The content is provided "as is," and your use or reliance on such materials is solely at your own risk.

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We respect the intellectual property rights of others. Accordingly, we have a policy of removing User Submissions that violate copyright law, suspending access to the Services (or any portion thereof) to any user who uses the Services in violation of copyright law, and/or terminating in appropriate circumstances the account of any user who uses the Services in violation of copyright law. Pursuant to Title 17 of the United States Code, Section 512, we have implemented procedures for receiving written notification of claimed copyright infringement and for processing such claims in accordance with such law. If you believe a user of the Services is infringing your copyright, please provide a written notice to our agent listed below for notice of claims of copyright infringement.

Email: **clutchstaff@clutchmag.co**

Your written notice must: (a) contain your physical or electronic signature; (b) identify the copyrighted work alleged to have been infringed; (c) identify the allegedly infringing material in a sufficiently precise manner to allow us to locate that material; (d) contain adequate information by which we can contact you (including postal address, telephone number, and e-mail address); (e) contain a statement that you have a good faith belief that use of the copyrighted material is not authorized by the copyright owner, the copyright owner's agent, or the law; (f) contain a statement that the information in the written notice is accurate; and (g) contain a statement, under penalty of perjury, that you are authorized to act on behalf of the copyright owner. Please do not send notices or inquiries unrelated to alleged copyright infringement to our designated copyright agent.

If you believe that your trademark is being used somewhere on the Services in a way that constitutes trademark infringement, the owner or an agent of the owner may notify us at info@voxmedia.com. We ask that any complaints provide the accurate identity of the owner, how we may contact you, and the specific nature of the complaint.

Termination

We may terminate your membership or suspend your access to all or part of the Services, without notice, if you violate these Terms or you engage in any conduct that we, in our sole and absolute discretion, believe is in violation of any applicable law or regulation or is otherwise harmful to the interests of us, any other user of the Services, or any third party. You agree that Clutch Media shall not be liable to you or any third party for removing your user submissions or suspending or terminating your access to the Services (or any portion thereof). You may discontinue your participation in and access to the Services at any time. We reserve the right to investigate your use of the Services in the event we, in our sole and absolute discretion, believe you have violated these Terms. Upon termination, we have no obligation to retain, store or provide you with any data, information or other content that you uploaded, stored, or transferred on or through the Services, other than as provided by law and in accordance with our Privacy Policy.

You can delete your account at any time, for any reason, by emailing us at staff@clutchmedia.co with the subject "Close My Account".

Modifications To Terms

We may, in our sole and absolute discretion, change these Terms from time to time. We may notify you of any changes by any reasonable means, including by posting a revised version of these Terms through the Services or by emailing you at the address you provided upon registering for an account. If you object to any such changes, your sole recourse shall be to stop using the Services. Your continued use of the Services following notice of any such changes shall indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.

Modifications To The Services

We reserve the right to modify, suspend or discontinue all or any aspect of the Services with or without notice to you. Without limitation to the preceding sentence, we may periodically schedule system downtime for maintenance and other purposes. You also acknowledge that unplanned system outages may occur. The Internet site is provided over the Internet and so the quality and availability of the site may be affected by factors outside our reasonable control. Accordingly, we cannot accept any responsibility for any connectivity issues that you may experience when using the Sites or for any loss of material, data, transactions or other information caused by system outages, whether planned or unplanned. You agree that we shall not be liable to you or any third party should Clutch Media exercise its right to modify, suspend or discontinue the Services.

Fees

We reserve the right at any time to charge fees for access to the Services or to any specific new feature or content that we may introduce from time to time. In no event will you be charged for access to any Services unless we obtain your prior agreement to pay such fees. If you do not consent to the payment of such fees, however, you may not have access to paid content or services. Details regarding the content or services you will receive in exchange for fees, as well as the payment terms and conditions that apply, will be disclosed to you prior to your agreement to pay such fees. You agree to pay such fees if you sign up for any fee-based service. Any such terms and conditions shall be deemed to be a part of (and are hereby incorporated by reference into) these Terms.

Copyrights; Restrictions on Use

The content on the Services (the "Content"), including without limitation, video, text, photos, and graphics, is protected by the United States and international copyright laws, is subject to other intellectual property and proprietary rights and laws, and is owned by us or our licensors. Other than with respect to your own User Submissions: (a) the Content may not be copied, modified, reproduced, republished, posted, transmitted, sold, offered for sale, or redistributed in any way without our prior written permission and that of our applicable licensors; and (b) you must abide by all copyright notices, information, or restrictions contained in or attached to any Content. We give you a personal, revocable, non-assignable, non-sublicensable and non-exclusive right to access and use the Services in the manner permitted by these Terms. You acknowledge that you have no right to have access to all or any part of the Services in source code form.

Electronic Notices

You agree to transact with us electronically. Your affirmative act of registering, using or logging into the Services constitutes your acceptance signature to these Terms. We may provide notices to you electronically (1) via e-mail if you have provided us with a valid email address or (2) by posting the notice on a website designated by us for this purpose. The delivery of any Notice is effective when sent or posted by us, regardless of whether you read the Notice or actually receive delivery. You can withdraw your consent to receive Notices electronically by discontinuing your use of the Service.

Miscellaneous

Entire Agreement. These Terms, together with the terms of any end user licence agreement to which you agree when downloading any software that we make available through the Services and any additional terms to which you agree when using particular elements of the Services (for example, terms specific to a site within the network of Sites or relating to the payment of fees for certain Services content or services), constitute the entire and exclusive and final statement of the agreement between you and us with respect to the subject matter hereof, and govern your use of the Services, superseding any prior agreements or negotiations between you and us with respect to the subject matter hereof.

Transfer of Rights: You may not transfer your rights or obligations under these Terms to anyone else without our prior written consent. Conflicts. In the event of any conflict between these Terms and terms of a specific site within the network of Sites, these Terms shall govern.

Waiver and Severability: Our failure to exercise or enforce any right or provision of these Terms shall not constitute a waiver of such right or provision. If any provision of these Terms is found by a court of competent jurisdiction to be invalid, you nevertheless agree that the court should endeavor to give effect to the intentions of us and you as reflected in the provision and that the other provisions of these Terms remain in full force and effect. If we do not insist immediately that you do anything you are required to do under these Terms, or if we delay in taking steps against you in respect of your breaking these Terms, that will not mean that you do not have to do those things and it will not prevent us taking steps against you at a later date.

For users outside of the European Union Only. You agree that regardless of any statute or law to the contrary, any claim or cause of action arising out of or related to use of the Services or these Terms must be filed within one (1) year after such claim or cause of action arose or be forever barred.

Headings: The section titles in these Terms are for convenience only and have no legal or contractual effect.

Survival: The terms of sections 2 and 12 through 20 of these Terms, as well as any other limitations on liability explicitly set forth herein, shall remain in full force and effect notwithstanding any termination of your use of the Services.

Our Relationship: Both parties are independent contractors of each other. No other person shall have any rights to enforce any of the provisions contained in these Terms. Neither party shall be deemed an employee, agent, partner, joint venture or legal representative of the other for any purpose, and neither shall have any right, power or authority to create any obligation or responsibility on behalf of the other, solely as a result of these Terms. In no event shall you be deemed under these Terms as being one of our employees or entitled to any of our employee benefits.