Terms of Agreement to Syndicate Spend Matters Network (SMN) Content

Dear Potential Channel Distribution Partner:

Thank you for expressing interest in featuring our content. In order to begin discussions over a mutually beneficial partnership, your organization must read and understand, and/or agree to, the following:

1. Either [Potential Channel Distribution Partner] or Spend Matters Network (SMN) may terminate content partnership agreement at any time, but as long as the rules and requests itemized below are followed, our partnership shall be considered to be in good standing.

2. Any content partnership agreement between [Potential Channel Distribution Partner] and Spend Matters Network does not include any third-party sharing agreement – [Potential Channel Distribution Partner] is forbidden to give SMN content to other sites/domains other than the ones expressly noted and agreed upon in original content partnership agreement.

3. “Content” to be defined as only freely available posts and other articles published originally on Spend Matters or MetalMiner (aka “SMN,” for purposes herein), not subscription content. (If you are interested in purchasing reprints of our subscription content, please contact Sheena Smith at ssmith@spendmatters.com)

4. As long as Spend Matters Network receives [Potential Channel Distribution Partner’s] appropriate point of contact, including name, position, email, phone, and address information, and the specific name(s) of site(s) on which SMN content is to be featured within the agreement, and implements technical rules below, [Potential Channel Distribution Partner] will be allowed to feature SMN posts/articles in their entirety.

Technical Rules [Potential Channel Distribution Partner] Must Agree to Implement:

1. Add rel=canonical tag to the head of pages specifying the article URL on Spend Matters Network (SMN) site as the “canonical” (primary) version.

2. Either: a) Publish excerpt of only first 150 words of SMN article, with a link to “View full article here” or equivalent, directing reader to the original article on SMN. (If this is the preferred route of Potential Channel Distribution Partner.) OR: b) Add noindex meta tag to the header of the pages on which SMN articles are syndicated, for search engines not to index the syndicator’s version of the article.
*Must agree to follow either 2a or 2b.*

3. Retain all SMN original links appearing internally within SMN article(s) being syndicated (i.e. SMN’s “deep linking”), including to SMN pages, in perpetuity. [This includes text links that are “calls-to-action,” i.e. links to lead-generating pages.]

4. Include a link back to original article on SMN site (in both cases of #2 above), preferably at the top of the article/page.

5. Edit headline to avoid exact duplicate of the one published originally on SMN site.

6. Wait at least 5 hours to republish articles from any SMN site, after article(s) were originally published on SMN.

7. Include byline (agreed upon in advance), whether individual author name or “Spend Matters”/“MetalMiner,” to visually indicate original authorship.

To pursue next steps with us (or if you have additional questions), please indicate that you understand and agree to all of the above in an email to:

Brianna Tonner – btonner(at)metalminer(dot)com, or
Taras Berezowsky – tberezowsky(at)metalminer(dot)com

We look forward to working with you!