



Little
Black
Book

**WHAT HAPPENS
TO MY PIECE WHEN
IT'S SUBMITTED TO
LBB NEWSDESK?**

Sometimes, when you submit a story or press release to LBB via newsdesk@lbbonline.com, you might find that it has been edited before publishing. Our journalists do this to help improve the chances of it performing well, make sure it conforms to our LBB style guide, and ensure clarity.

HEADLINES

Press release titles don't always make for the most exciting headlines and often they bury the lede. We'll choose our own headline that's attention grabbing, relevant to readers, SEO-friendly, and ensures our coverage cuts through.

BRITISH SPELLING AND GRAMMAR

To ensure consistency across the site, we post pieces with British spellings and grammar. This most often manifests itself in our/or words, swapping z for s, and in the punctuation of speech.

THIRD PERSON

Press releases are often written in the first person plural ("eg we are happy to announce"). This is not appropriate for a news post on a news website. We will ensure all coverage is in third person.

LEDE AND FURTHER EDITS

Some press releases need more of an edit, particularly around the opening paragraph, to remove the superfluous fluff. For example "We are happy to announce that ABC Films has signed the award-winning Flossy Filmmaker to their roster" would be "ABC Films has signed the award-winning Flossy Filmmaker to its roster". The key story is the signing, not the company's happiness at the signing.

Sometimes, particularly on member interviews or opinion pieces, we do further edits for clarity. Our readers are from all over the world and from all sectors of marketing and advertising, so sometimes what's obvious to you may not be obvious to all of our readers.

CAPITALISATION

LBB's house style is that we do not capitalise job roles. This is fairly common practice across newspapers and magazines.

HOUSE STYLE

We may also edit elements of a story to fit with the LBB house style. This is to ensure consistency across the site. This may relate to the layout of a date, or when we use numerals versus writing out a number, or any number of niche concerns like the fact that we use 'OK' and not 'okay', 'O.K.' or any other variants.

CREDITS

Please include a credit list, if relevant. At LBB, the credits are all connected as part of a large database – it's what makes the site the IMDB of advertising. Because of the way the platform works, we have set job roles rather than individualised job titles. That means we can't always match specific wording of a job title when we input credits into the system, so you may see that the credits might be slightly different, for example 'creative' rather than 'junior creative' or 'senior creative'.

We will include the credit list that is submitted with the news item and after publication you can add further credits using the 'ADD MY CREDIT' button at the bottom of any story.

IMAGES AND ASSETS

Our feature image specs are 1850 x 1042. You should send a suggested, high-res feature image with every story – this could be a high-quality still for a film campaign, a headshot for a hire or opinion piece, or a composite image for a new business win. Please ensure that the image is royalty-free and that you have permission to use it.

There are occasions where we will choose our own feature image to ensure it matches with the rest of the site, suits the story, and gives the piece the best chance at performing well. For example, feature images with text on them often are not appropriate.

Please send as many executions as you would like to be shown in the story and uploaded to your LBB page. We care about expressing the creative idea, so welcome, and will include, OOH, social, and radio executions of a campaign, for example.

We require the raw assets – versus YouTube or Vimeo links – because we upload the work to LBB and host it on your page.

If you have a preference for the order assets appear in the story, please make this clear in the file names. We will honour these requests where possible.

When it comes to AI generated imagery, LBB has conditions about what can and cannot be used. If a story is about an AI generated advertising campaign specifically or if the article is about AI and an AI image is needed to demonstrate a point made in the article, then we can publish AI generated images, as long as it does not infringe copyright. For articles not about an AI campaign or a specific discussion on AI, we cannot at this time publish a wholly AI generated image and we may request an alternative visual.