

Ad Pulse Contributor Guidelines

We accept contributed articles that serve our core audience: the modern millennial mid-level marketer. Our target reader thrives on creativity and innovation. They're always on the lookout for inspiration, whether it's from award-winning campaigns, industry thought leaders, or emerging trends. They're not afraid to push the boundaries of conventional advertising, embracing experimentation and unconventional approaches to achieve their goals.

The best articles for our audience are:

- Vendor-neutral: We're tech agnostic. Keep it clean, no sales decks in disguise
- Honest: Tell us what really happened (yes, even if it was messy)
- Relevant: We're not writing like the New York Times. We're completely up to date on new technologies, memes, interests, popular brands + culture.
- Creative: Creativity is our playground. We're not afraid to think outside the box, experiment with new formats, and push the boundaries of traditional advertising content. Our creativity knows no bounds, and neither does our sense of humor.

Preferred Topics:

TikTokification of B2B: Short-form trends in unexpected places

Campaigns that sparked backlash (and what we can learn)

Mental health in media: burnout, boundaries, and balance

Honest reviews of adtech tools (think: Canva Pro vs. Adobe Express, or Meta Ads Manager UX breakdown)

Stop marketing like it's 2013: Modernizing your playbook

Interview series: LGBTQIA+, BIPOC, and disabled creatives shaping the industry

Article format options:

Feature Articles (800–1,200 words)

Op-Eds or POVs (600–1,000 words)

Explainers & How-To Guides (800–1,500 words)

Trend Analysis & Predictions

Use Cases & Case Study Perspectives

Submission Requirements

- A short author bio (50–75 words) including your current role, company, and LinkedIn profile
- A high-resolution headshot
- An article in Google Docs or Word format
- Please title your email: [Contributor Submission] Article Title – Your Name

Brand voice

Ad Pulse’s brand voice is emotive, inclusive, fresh, and honest. It invites emotion. We boldly, humanly, and emotionally discuss the interconnectedness of technology with other facets of life, such as creativity, humanity, society, art, and human experience. Our commitment to diversity means constantly questioning inclusivity, highlighting issues, and praising DEI campaigns. Our tone of voice is universal and approachable.

Submission Timeline

Our editorial team will review and respond within 10 business days. We may suggest edits for clarity, tone, or alignment with our editorial standards. Final publishing is at the discretion of our editorial team.

Ready to Submit?

Please send your submission or pitch to: info@adpulse.com or kassidy@digitalzone.com