



Win AD is a subscription database service for ADs to save time and money with the right information.

Win AD—Writer’s Guidelines

About Win AD and Our Audience

Winthrop Intelligence provides a data and analytics service to NCAA D-I and D-II athletic departments. Our blog is read by thousands of readers each month and our college sports analytics newsletter, *The Winthrop Note*, is delivered to athletic directors and their senior staff members all over the country. Our website—www.winthropintelligence.com—has become a trusted leader in college sports analytics and our work was recently featured in [ESPN the Magazine](#), and highlighted in *WSJ*, *USA Today*, and *Sports Business Journal*.

Writing for Win AD

As *Winthrop Intelligence* continues to grow, we are actively seeking writers with an interest in college sports data and analytics. We enjoy working with bright, creative, and talented thinkers who like to crunch data and find interesting patterns useful to those in the business of college sports. For writers interested in contributing, please browse our website to get a feel for the kind of writing and voice that we strive for.

Topics and Voice

We’re open to a range of stories written by subject matter experts in many fields. We always try to be actionable, clear, and mostly data-driven, (math based but not math speak) in our writing—practical insights based on data and analysis. We hear regularly that our content is read beginning to end and maintains a position of prime real estate in the lives of decision makers.

When pitching a story idea please consider what makes the story unique and interesting to our audience—is this story forward looking, imagining the contemporary and future landscape of college athletics, and what will your voice add to the discussion?

Please contact [Ryan Matthews](mailto:ryan@winthropintelligence.com) (ryan@winthropintelligence.com) to propose a story idea and attach a detailed outline that includes:

- An abstract—a 2-3 sentence summary of the piece and its focus
- The story elements—narrative essence of outline, beginning, middle, end of the story and its parts
- The data needed—info that you have, data possibly provided by *Win AD*, or from elsewhere
- The takeaways—what are anticipated outcomes knowing they may change with analysis
- Timeline—first draft, second draft, and completion date

Editing:

Stories are edited prior to publication and, though we endeavor to preserve the author’s voice, we reserve the right to make editorial changes at our discretion. When writing, please aim for clarity and consistency. For any questions about style, usage, grammar, and punctuation, please refer to Yahoo’s [Best Practices for Online Copy](#), a handy guide for writing on the web.

Thank you for your interest in *Win AD*—we look forward to collaborating with you and reading your work!