

GUEST EDITORIAL GUIDELINES

- 1 The Association reserves the right to edit articles for content and style as needed and has the final say in what is published.
- 2 The newsLINK Group reserves the right to edit articles for content and style as needed on behalf of the Association. The Association has the final say in what is published.
- 3 Your editorial should be based on a specific issue or idea from which the readers may learn your expert point of view.
- 4 Your editorial should not be an “advertisorial” (an advertisement in text form.) Please refrain from naming your company in the body of the article. Please avoid using “I” or “we” or “...our company is the best...” or “...our company provides...” Mention of a specific product offered by your company will likely be deleted. The article should be original and not something published in another publication.
- 5 Your editorial should be 500-800 words provided in Word format submitted by email
- 6 Any graphics or photos to be included in your editorial should be emailed as a separate high-resolution file (.jpg, .eps, .png or PDF format, not embedded in the article or generated from a PowerPoint presentation). They will be used as permitted by space limitations and subject matter.
- 7 Please provide a byline at the end of the editorial. It is in the byline that you may succinctly do some marketing. For example, it can be beneficial to use the name and information of your regional sales representative even if he/she didn’t write the article.
- 8 Please submit finished articles on or before the due date listed on the media kit to the Association.
- 9 Please refrain from political commentaries.

IF YOU HAVE QUESTIONS OR FOR MORE INFORMATION, CONTACT US TODAY.

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 THE **newsLINK** group
use your words. tell your story.