

## **MARKETRENDS: POLICIES FOR ARTICLE PREPARATION AND SUBMISSION**

---

Thank you for your interest in submitting an article to MarkeTrends. Remember that you are writing for a newsletter and that there are certain stylistic requirements to which you must adhere. Articles must be original. Our policy is not to publish articles that have been previously published elsewhere.

### **DEADLINES**

Deadlines are firm. Articles are due to the Issue Editor at least 45 days before the cover date of the issue in which they are scheduled to appear. The Issue Editor will provide you with a deadline date for your article submission at the time you sign on to write the article. Please adhere to this deadline so that we may keep our production schedule on track.

### **LENGTH**

Unless otherwise indicated by the Issue Editor, articles should be approximately 800-1,000 words in length.

### **ARTICLE PREPARATION & SUBMISSION**

E-mailing Files:

E-mailing files to the Issue Editor is the preferred method of delivery. It is the most efficient method of getting the information to the Issue Editor for initial and final review. If you have the capability to e-mail your file to the Issue Editor please do so. The file should be saved as a Word document and forwarded as an attachment. The e-mailed file will then negate the necessity for the hard copy and diskette mentioned below.

***NOTE:** In the absence of e-mail capabilities, one hard copy and one diskette must be submitted to the Issue Editor according to the following guidelines:*

For Hard Copy:

- Each article must be typed, double-spaced on 8-1/2 x 11 inch paper. Double spacing is necessary so that edits can be made and read clearly.
- All pages should be numbered consecutively (preferably bottom center.) Article should be stapled together.
- The article should not exceed the length guidelines, unless the Issue Editor grants permission.
- The article's headline should precede the text.
- Italics and bold type should be used only if the author wants the same treatment in the newsletter itself.
- Articles should be proofread for typographical and stylistic errors. "Spell Check" or a similar system on the word processor should be used, if available.
- The MarkeTrends Communications Committee uses the Associated Press Stylebook and Libel Manual as its primary reference guide for style and consistency.

For Diskette:

- 3" hard diskette is acceptable
- Article should be prepared on an IBM or Macintosh computer, using Microsoft Word and should be saved on the diskette in ASCII format.
- The computer diskette must be labeled to indicate the title of the article, the author's last name, and the author's daytime phone number.
- The article should be saved on the diskette by the author's last name.
- The diskette should be mailed in a suitable protective envelope to ensure that it is not mishandled or erased.

- The author should keep a backup copy of the final computer document, so that if for some reason the diskette is lost, another disk can be submitted.
- Any revisions made to the article by the Issue Editor, which are not on the diskette, should be made on the printed copy of the article in red pen.
- Illustrations (photographs, charts, graphs, artwork) are not mandatory, but add interest to the article. Illustrations should be submitted in camera-ready form or on diskette.

### **PHOTO AND BIOGRAPHICAL SKETCH**

A brief biographical sketch, no more than two sentences long, should be included at the end of the article. One additional sentence describing a significant professional achievement or a position you hold or have held within AAM may also be included. A professional-looking, black-and-white, head-and-shoulders photo of the author(s) may also be submitted for inclusion with the article. The photo must be scanned at a minimum of 300 dpi for best quality reprint resolution. Photos may be either e-mailed to the issue editor, or original black and white prints may be physically mailed in.

### **STYLE**

Articles must be written in the third person. Do not address the reader and do not use the imperative tense of "you." Instead of directing suggestions to "you," write something like "A CPA firm interested in establishing a marketing plan should..." Do not refer to yourself in the third person in the article and do not quote yourself. Please try to include quotations from AAM members in your article, if appropriate.

In some situations, writing in the first person may be appropriate, such as an article relating personal experience.

The article must not be a "sales pitch." To avoid the appearance of an endorsement, do not mention specific products unless a range of products of a specific type is mentioned. MarkeTrends will not publish, for example, an article about the specific software used by a particular firm for its marketing database.

Remember that you are writing an article, not a list, although a listing or two may be included in your work. Please do not number your points; use bullets instead. Avoid run-on sentences; write in full sentences, but keep sentences and paragraph length short (aim for 15-20 word sentences and 3-5 sentence paragraphs.)

Stick to the topic assigned. If you need to change your topic for any reason, you first must discuss this with the Issue Editor responsible for the issue in which you are writing.

First references to anyone mentioned in your article must include the person's full name. Give as complete an identification of the person as possible, including job title, full name of the company or CPA firm, and the company or firm's location. On second reference, only the last name should be used.

### **HEADLINES and SUB-HEADLINES**

Please include a headline for your article. Please create sub-headlines for each section of your article as necessary. Sub-headlines are used to emphasize major points within an article.

### **FOOTNOTES**

If you must use footnotes, please use them sparingly. All footnotes must appear at the end of your text, not at the bottom of each page.

### **EDITING**

The editors will not make substantive changes in the copy without notifying the author. However, we reserve the right to copy-edit and impose other stylistic alterations without notice to the author.

### **CREDIT AND COPYRIGHT**

Articles will run under the author's byline and will include a brief biographical sketch. AAM will own the copyright to the article. You must sign and enclose the MarkeTrends Right to Publish Agreement with your article. These materials must be received by the Issue Editor 45 days prior to the issue's cover date.