

Business Women Connect Web Content Submission Guidelines

Thank you for your interest in writing for Business Women Connect! Some of you are experienced writers but may not be experienced in writing for an online magazine; others may never have written for a publication at all. To help you get started, this document details the submission process and answers some basic questions.

If you feel that you will be able to meet the criteria in the guidelines, you are welcome to submit articles to us. Please note that Business Women Connect is not obligated to publish submitted material.

If you would like to write for Business Women Connect on a regular basis, we ask that you submit several articles according to these guidelines for a trial period. That way, we have time to become familiar with your work and your area of expertise and you have had time to see if it fits in your schedule and is enjoyable to you.

Contact us with additional questions after reading this document.

Submission timeframe:

- Minimum submission timeframe:
 - Submit articles the first of each month for publication, if accepted, within 30 days

TIP: Submitting three or four articles at one time works out best for many of our writers!

- Submit time-critical information in a timeframe which is pertinent to the topic.. Be sure to indicate in your e-mail message that the information is timely and needs immediate attention! **Don't rely on just e-mail.** E-mail can be held up, or worse yet, not arrive at all. Always use the phone as a backup, for notification that something should be arriving via e-mail.
- For regular contributors, once you are on a schedule— keep to that schedule so we can provide a consistent experience for our readers.

Web writing basics:

- Chunk or bullet items whenever possible.
- Use short words, short sentences and short paragraphs.
- Use subheads to divide content.
- Rule of thumb for using print articles as the basis of an article: An article on the Web should be 50 percent or less than a written (hard copy) article. Web readers **scan** articles rather than read them.
- Recommended word count is 500-700 words as a guide

Writers' Responsibilities:

Include header information at the top of each submission.

Article Title:

Author's Name:

Graphic: If you have an electronic graphic or photo (.jpg or .gif file) include the name of the file and provide a description, when needed. For example: Photo of Jane Doe. Photo taken at her book launch.

Submission Date: Include the date of submission

Notes: Use this for special instructions or explanatory data, or questions. Please note whether you have double-checked all proper names in your column. Example, Nightlife column—names of characters and performers, other theatrical works, etc.

Follow this format.

- Submit copy as a Word document or text file.
- Font: Arial
- Font Size: 10 point
- Margins: Flush Left
- Spacing: Double-space between paragraphs; (no indents to indicate paragraphs).
- Single-space body copy.
- Underlining: Do not use underlining to provide emphasis; underlining indicates a link on the Web and should be reserved for that usage only.
- Do not use serial commas. For example, use this format: She had red, black, blue and pink pens.
- Word count: There is no such thing as word count for articles on the Web, since space is not an issue as it is in print material. However, many of you are used to working with a word count and feel more comfortable with a guideline. Here are a few things to consider:
 - Take as long as you need to tell the story. If you are offering a list of tips, half a page might be all that is needed (Arial, 10 point, single-spaced).
 - If your article is lengthy, try to provide a good "breaking-off" point so we can serialize the article—Part I, Part II, etc.
 - Rule of thumb for most of our content is one to one-and-a-half pages (Arial, 10 point, single-spaced).

Be consistent.

For regular columns, provide the same information (formatted in the same way) for each submission. Check out similar articles on the site for comparison to help you get started.

Check articles for consistency, grammatical errors and to confirm accuracy of facts.

- Writers are responsible for checking all proper names and URLs before submitting articles to ensure accuracy of spelling and capitalization, etc.
- Writers are responsible for factual accuracy.

Include contact information.

- Include a "contact" information line that states your credentials, profession or business and contact information—phone number, e-mail address, etc. (whatever you prefer). If you have a Web site, a link to the site can be provided there. This will be used at the end of each article you contribute.

Supplemental Material:

- If you have supplemental material that will add to your story (in the print world, this would be sidebar copy) send that along in electronic format. We may be able to use it at the same time or for a later issue.

Business Women Connect will acknowledge each writer's contributions.

- The end of each article will include a "contact" information line that states the author's credentials, profession or business and contact information—phone number, e-mail address, etc. (whatever you prefer). If you have a Web site, a link to the site can be provided there.
- Each *regular column* will include a byline that links to a brief biography and picture (unless not wanted) of the author.

Business Women Connect DOES NOT pay for articles. Please read, sign and fax back to us the **Business Women Connect Writer Agreement** below.

Submission process:

Send submissions to Linda Rendleman: Linda@businesswomenconnect.com with the subject line: Article Submission

Contact information:

Linda Rendleman

Linda@businesswomenconnect.com

Direct: 317-634-8006

Fax: 317-634-8011

Business Women Connect Writer's Agreement

If you would like to submit articles to Business Women Connect's online magazine, please sign and return the following agreement to Linda Rendleman.

_____ agrees to provide content for publication on www.businesswomenconnect.com. This content will be in the form of an article(s) and/or supporting graphic(s). In keeping with the editorial philosophy of businesswomenconnect.com, _____ grants businesswomenconnect.com full editorial privileges, including the right to archive and republish material on www.businesswomenconnect.com and any subsequent sites that Business Women Connect may own or partner with (businesswomenconnectfoundation.org, for example) with regard to any content submitted. Businesswomenconnect.com reserves the right to use or to decline usage of any content submitted.

In addition, all content (as described above) in any form, may continue to be published in any manner or form by the writer for his/her professional use, as well. The content is also available for publication and reproduction on future website editions by Business Women Connet, Inc. This agreement will continue to be in effect even after the above-mentioned writer is no longer writing for Business Women Connect.

By signing below, both parties agree to fully understanding this agreement in its entirety, and that no other written or verbal agreements have been made which may affect the validity of this agreement in any way.

Signature of Writer: _____ Date: _____

Signature of Linda Rendleman: _____ Date: _____.