

SUBMISSION GUIDELINES

TIMING

Deadlines are tight. Please be sure to submit your complete FINAL article with contributor bio and headshot by the due date. If you miss deadline we will hold your article for a future issue.

LENGTH

- 500-600 words for a 1 pg piece
- 1,000 – 1,200 words for a 2 pg spread

ALL SUBMISSIONS MUST NOT EXCEED 1,200 WORDS.

For lengthier submissions, contact Erin Raese (630) 235-8251 for special consideration. A publishing fee may apply.

CONTRIBUTORS INFO

All submissions should be accompanied by a short bio and headshot for the Contributors pages.

- Headshot: print ready imagery 300 dpi or greater (pdf, jpeg, or tif)
- Bio: one to two sentences, up to 50 words.

IMAGES

Any photos, graphs, charts etc. to be included with your piece need to be delivered as a separate file and should be print quality. 300 dpi or greater (pdf, jpeg or tif).

NOTE: We will always do our best to include supplied images. However, we reserve the right to substitute or alter the image to accommodate style, size and content as it relates to the overall look and feel of the publication.

CONTENT

- Submissions should be unbiased.
- Style: editorial, best practices, case study or white paper.
- Be careful of language that is too salesy or reads like a sales insert/pitch.
- Try to avoid a tone that is suggestive of a press release. If you have a press release you would like to submit we can publish these through Loyalty 360. Contact Laura Rusche (513) 545-5612 for details.
- Note any sidebars or call outs. If spacing allows, we will do our best to accommodate.

USE OF LANGUAGE

- Use short, simple, easy-to-understand words and sentences.
- Avoid the passive voice, except where appropriate.
- In general, use the present tense and, where appropriate, the imperative mood (“Do this.”).
- Use strong subject-verb constructions. Avoid weak constructions such as “There are.”
- Be concise; avoid wordy phrases.
- Use gender-neutral language.

CAPITALIZATION

- Use sentence-style capitalization for headings.

SPELLING

- Use American, not British, spelling; consult the preferred dictionaries.

GRAPHIC ELEMENTS

- Include drawings, figures, tables, and screen shots, whenever it seems useful or otherwise appropriate.
- Give each graphic element an informative caption.
- Refer to each graphic element at an appropriate place in the running text.

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HELPFUL REFERENCES

Look to these references or refer your question to the editor.

DICTIONARIES

Merriam-Webster's Collegiate Dictionary

STYLE MANUALS

The Chicago Manual of Style

The Elements of Style, 3rd Edition. by Strunk, William, Jr., and E.B. White.

GRAMMAR/USAGE GUIDES

Webster's Dictionary of English Usage

The English Language: A User's Guide by Jack Lynch

Franklin Covey Style Guide for Business and Technical Communication by Franklin Covey

ONLINE REFERENCES

www.merriam-webster.com/

www.wsu.edu/~brians/errors/errors.html#errors

Article Submissions: Erin Raese (630) 235-8251 or erinraese@loyalty360.org

Advertising: Caitlin Schar (630) 850-7867 or caitlinschar@loyaltymanagement.com

2010 EDITORIAL SCHEDULE & DEADLINES

Bi-Monthly Publication

November/December 2009

Articles: August 10th
Advertising: August 17th
Drop: Oct. 2009

January/February 2010

Articles: October 12th
Advertising: October 19th
Drop: Dec. 2009

March/April 2010

Articles: December 14th
Advertising: December 21st
Drop: Feb. 2010

May/June 2010

Articles: February 15th
Advertising: February 22nd
Drop: Apr. 2010

July/August 2010

Articles: April 12th
Advertising: April 19th
Drop: Jun. 2010

September/October 2010

Articles: June 14th
Advertising: June 21st
Drop: Aug. 2010

November/December 2010

Articles: August 16th
Advertising: August 23rd
Drop: Oct. 2010



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2010 ADVERTISING RATES

- FULL PAGE AD [4 COLOR]
- TWO-THIRDS PAGE AD [4 COLOR]
- HALF PAGE AD [4 COLOR]
- QUARTER PAGE AD [4 COLOR]

PREMIUM POSITIONS AVAILABLE:

- *Back Cover*
- *Inside Back Cover*
- *Inside Front Cover*
- *Center Spread*
- *Guaranteed Position*



Special advertising such as Tip-in/bind-in pricing on request.

AD SPECIFICATIONS

Finish Size is 8.5" x 11" (full page)

Color: 4 color

Full Bleed: 1/8" all around

Gutter: 1/8" all around is recommended. Ads typically fall to the right side, but placement is not guaranteed.

Format: Press-quality pdf is acceptable.