

GUIDELINES FOR CONTRIBUTORS

General Policies

Thank you for your interest in writing articles for Merion Publications' newsmagazines. If you have not spoken directly to an editor about your story idea, please send a written query detailing the subject you would like to write about or call us with your idea. We will let you know if the subject is appropriate.

Merion Publications maintains the right to do style editing and condensing of submitted material; in addition, writers may be asked to provide revisions. Because of the technical nature of material covered in our publications, writers usually are consulted about any substantive changes.

Preparing the Manuscript

Articles should be written in Microsoft Word. *We are no longer accepting submissions on paper (handwritten or typed) or by fax unless approved in advance.* Articles of approximately 800 words or 5,000 characters equal approximately one published page of copy. Accompanying artwork—photos, illustrations, charts or graphs—will enhance the story and increase its chances of being printed (see specifics below).

All articles submitted should employ common English usage. Generic names should be used for all references to equipment unless discussing specific features or comparing models. Subheads are helpful. All statements based directly on particular published findings or data should be referenced appropriately. References are not necessary in all situations. *Please include your mailing address (for payment) and a brief biography for the author's note at the end of the article.* Before submitting your work, edit it for clarity, conciseness and accuracy.

Payment - Print

Feature stories published in print are paid at the rate of up to \$250 per one full page or more. A \$50 total bonus will be added for pictures and/or artwork provided by the writer that appear in the article. Features shorter than one full page of copy may be pro-rated according to length. Opinion pieces include guest editorials (2/3 of a page) \$75, and Reflections on Practice (one full page), \$100. Games Page games published pay \$25; Book Reviews published pay \$50, payable upon submission. No payment is made for submissions to Focus on Affairs, Where We Work/Staffing Scene, Letters to the Editor, Second Glance, Case Reports or Inside Industry.

Print articles may appear on the *ADVANCE* website and/or in any of the *ADVANCE*-family magazines with no further reimbursement.

Payment - Web

Feature articles that appear *on the website only* are paid at a rate of \$150 total. My Story submissions published pay \$25.

Payment can be expected within 6 weeks of publication. Articles published by *ADVANCE for Occupational Therapy Practitioners* may appear in other *ADVANCE* publications and will be posted on our Web page archives. Articles submitted by business owners or employees that are expected to increase revenue may not be payable.

Check these points:

- Does my first paragraph summarize the most important point(s) or fact(s) that my story will go on to explain? Will it draw readers' attention?
- Have I focused on one major topic?
- Have I used the active, rather than passive, voice?
- Have I used anecdotes or direct quotes to liven up the copy?
- Have I included the facts and their sources that back up my statements?
- Do those facts support my conclusion?

Photos, Illustrations and Graphics

These things are very important to making your story interesting to readers, and we encourage you to use them. Though we can use mailed 35 mm. prints, we prefer electronic photos. Please send them as separate attachments rather than embedding them in a document. Scanned pictures or images for print **MUST** be at 160 dpi or higher (resolution) at 100%. For Web only, they may be 72 dpi. *ADVANCE* in print cannot use images taken directly from the Web (the resolution is generally too low).



Mail Submissions To:

E.J. Brown, Editor • *ADVANCE for Occupational Therapy Practitioners*
2900 Horizon Drive • King of Prussia, PA 19406

Email your submission to: ebrown@advancweb.com

For questions:

1-800-355-5627, ext. 1114

Please do not submit your story to any other publication during the time we are considering it.

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