

Partner Submission Guidelines & Policies

We call upon Hawai'i's experts like you, our contributing partners, to submit informative and meaningful resource articles on important issues affecting seniors and their families.

Every other month, *Generation Magazine* distributes more than 35,000 print copies across the Hawaiian Islands and online around the world via Generations808.com. The following are ways you can optimize this opportunity to share educational information through your business or nonprofit article.

WHAT SHOULD I WRITE ABOUT IN MY ARTICLE?

Your article is a conversation between you and potential clients. Good content will turn readers into customers. Educational articles describing problems and challenges will engage readers on an emotional level. Your solution-based guidance and counsel may bring a pragmatic resolution to those in search of answers and underscore your credibility as an expert in your field.

However, **no advertorial promotions** are published in our articles. Instead, without mentioning your specific product or service, focus on a need your service or product fills.

- Authors may write about their profession or field.
- Authors must either be experts in the topic they are writing about or must cite references to professional, credentialed experts and sources/resources.
- Authors must present balanced, accurate information.
- Authors **may not use their name/business name, nor pitch their services or products.**
- Authors for **nonprofits** (501c or 501c3 status only) may describe services they offer.
- *Generations* reserves the right to return articles that do not adhere to these guidelines.
- *Generations* edits accepted articles for Hawaiian diacriticals, AP and *GM* styles, tone and length.

CAN I INCLUDE AN UPCOMING WORKSHOP IN MY ARTICLE?

GM staff attend workshops that appear in the magazine to ensure balanced and accurate educational material is offered — not high-pressure sales for services and products.

Therefore, authors offering workshops conducted by for-profit and nonprofit entities will be vetted by *GM* staff in advance to determine whether the event may be included in an article.

HOW CAN I INCLUDE SERVICE OR PRODUCT INFORMATION IN THE MAGAZINE?

Ads, advertorials and promotions for products and services are encouraged. They are segregated into clearly identifiable ad space, separating them from the educational articles mentioned previously.

Ads may be typeset, but they will not be laid out in the template reserved for educational articles described above.

A “solution” ad placed in the same issue as your article describing a “problem” can increase the effectiveness of both formats.

Ad repetition over time builds customer recognition and response.

Spec Sheet for Partners

ARTICLE COPY

- **File format:** Submit copy as a Word document (.doc or .docx) or rich text format (.rtf) file only. *Publisher files will not be accepted.*
- **Content:** Include all copy to be printed: headline of 32 or less characters (including spaces), byline with title (*required*), article body and anchor, which contains your public contact information (See ANCHOR COPY below for details.).
- **Length:** Your content coordinator will let you know an *approximate* word count for your article: half page = 200 words; three-quarter page = 350–364; full page = 500. *Refer to the PDF wordcount file sample including visual details.*
- **Photos & graphics:** Every article must include a graphic or image. Artwork (photos, graphs, diagrams) must be provided as a high-resolution TIF or JPG. The *Generations* art department reserves the right to evaluate the photo for quality and relevance, and for copyright usage. If it does not meet required criteria, it will be replaced at the discretion of the art director.
- **File size: 300 dpi or greater** (1mb or larger) at 100 percent usage (approx. 2-by-2 inches). TIF or JPG files must be sent as email attachments or via WeTransfer.com for un-emailable files larger than 15mb, single or in combination. Photos may be edited as needed.
- **Photo specifications:** Action photos are preferred over group portraits. Captions are required, except for group photos of more than eight people, which will require a general description only. For all other photos, first and last names (check spelling) of all persons pictured are required, listed from left to right. Indicate to whom photo credit should be given.

If asked...

- **Biography:** A 75- to 90-word author bio (credentials, education, professional background, company info, public reach info, etc.) is required for every new author.
- **Head shot:** A portrait (vertically oriented) photograph is required for every new author (iPhone or iPad photos are acceptable). The photo must be in color and in focus. Send high-resolution image files as email attachments to our ad/content coordinator or art director (*see emails below*).

ANCHOR COPY

The anchor contains contact information for *GM* readers. The following are required:

COMPANY NAME

Address, Unit or Ste. #, City, ST ZIP

phone | email | web URL

Plus, any other necessary contact information, such as *disclaimers, sources, etc.*

QUESTIONS & CONTACTS

- For **general company affairs, magazine distribution, advertising, sales & sponsorship:** Cynthia Arnold, Owner–Publisher & Marketing, Cynthia@generations808.com, [808-258-6618](tel:808-258-6618)
- For **technical guidance on digital files: photos and/or graphic arts:** Wilson Angel, Art Director: Wilson@generations808.com
- For **editorial assistance:** Debra Lordan, Senior Editor, Debra@generations808.com
- For **content receivables & subscriptions:** Leigh Dicks, Content Coordinator & Subscriptions Leigh@generations808.com

GENERATIONS MAGAZINE

PO Box 4213, Honolulu, HI 96812 | [808-258-6618](tel:808-258-6618) | Generations808.com | facebook.com/genmag808

Note: All word counts are approximate. Also to consider: bullet points will take up a line or two each.

200 Words Body Copy; 32 Characters in Title

by First & Last Name, with some type of title: work, retired, etc.

But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful.

Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which

This blue box represents an average graphic size of 2"x 2." It illustrates approximately how much a visual will take up within your body copy that would sometimes be wrapped around your visual.

of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?

On the other hand, we denounce with righteous indignation and dislike men who are

so beguiled and demoralized by the charms of pleasure of the moment, so blinded by desire ■

COMPANY

address

number | email | www.URL

1/2h: 7" x 4-11/16"

350 Words Body Copy; 32 Characters in Title

by dakine (NOTE: Title space above is a maximum of **32 characters with spaces.**)

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On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so blinded by desire, that they cannot foresee the pain and trouble that are bound to ensue; and equal blame belongs to those who fail in their duty through weakness of will, which is the same as saying through shrinking from toil and pain. These cases are perfectly simple and easy to distinguish.

In a free hour, when our power of choice is untrammelled and when nothing prevents our being able to do what we like best, every pleasure is to be welcomed and every pain avoided. But in certain circumstances and owing to the claims of duty or the obligations of business it

will frequently occur that pleasures have to be repudiated and annoyances accepted. The wise man therefore always holds in these matters to this principle of selection: he rejects pleasures to secure other greater pleasures, or else he endures pains to avoid worse pains.

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1/4v

3-7/16" x 4-11/16"

3.4375 x 4.6875

500 Words Body Copy; 28 Char. in Title

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