

Article Guidelines & Policies

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

Every other month, *Generations Magazine* (GM) distributes more than 35,000 copies every two months statewide, including nearly 1,000 subscribers in Hawai'i and throughout the continental US, and online at ***Generations808.com*** and on Facebook and Instagram. 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. Informative 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 GM's articles. Instead, without mentioning your specific product or service, focus on a need your service or product fills.

- 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 must avoid using first-person pronouns such as "I," "me," "my," "mine," "we," "us," "our" and "ours.")
- Authors of articles about **nonprofits** (501c3 status only) may describe services they offer.
- GM reserves the right to return articles that do not adhere to these guidelines.
- GM reserves the right to copyfit and edit submitted articles' content and tone in accordance with the *Associated Press Stylebook* as well as GM's house style guide, which establishes consistent rules for writing, editing and visual presentation, at the discretion of the magazine's editor and art director.

CAN I INCLUDE AN UPCOMING WORKSHOP IN MY ARTICLE?

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 segregated into clear, identifiable ad spaces, ensuring readers can distinguish between commercial content and editorial content.

Please refer to the "Rates & Specs" sheet for advertisement guidelines.

Article Requirements

ARTICLE COPY

- **File format:** Submit copy as a Word document (.doc or .docx). *Microsoft Publisher program files will not be accepted.*
- **Content:** Include all copy to be printed: article title of 32 or less characters (including spaces), byline with position (*required*), article body and anchor, which contains your public contact information (See ANCHOR COPY below for details.).
- **Length:** GM's content coordinator will give you an *approximate* word count for your article: half page = 225 words; three-quarter page = 375; full page = 550. (*Refer to pages 3–6 for wordcount samples and visual guidance.*)
- **Photos & graphics:** An image is included in every GM article. If a photo, graph or diagram is provided by a Partner, it must be a TIF or JPG file. The GM art department reserves the right to evaluate all artwork for quality and relevance, and for copyright usage. If it does not meet our criteria, it will be replaced at the discretion of the art director.
- **Photo & photo file size:** A high-resolution 300 DPI (dots per inch) print resolution image should ideally have a minimum dimension of 3 inches on its shortest side to avoid pixelation when printed. An original, 3-inch, 300 DPI image requires 900 pixels on-screen (3 inches X 300 DPI). For technical guidance, contact Wilson Angel using the information below.
- **How to send images:** TIF or JPG files must be sent as email attachments, not as embedded images in a Word doc, for example. Files larger than 15 MB (singly or in combination) must be sent using WeTransfer.com. Photos may be edited by the art director. *Note: Online images cannot be used for print due to inadequate resolution.*
- **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, accurate first and last names of all persons pictured are required, listed from left to right. Indicate to whom photo credit should be given.

New Partners/writers should submit a biography and head shot. Repeat Partners/writers should update their biography and head shot as needed.

- **Biography:** A 100-word author biography can include credentials, education, professional background, company information, purpose and passions, etc.
- **Head shot:** A vertically oriented portrait photograph is also required (iPhone or iPad photos are acceptable). Send a sharp, in-focus, high-resolution image file as an email attachment to Content Coordinator Leigh Dicks at Leigh@generations808.com.

ANCHOR COPY

The anchor contains contact information for GM readers. The following is recommended:

- COMPANY NAME, full address, phone, email and 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
- 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 **receivables:** Leigh Dicks, Content Coordinator Leigh@generations808.com