



# Contributor Guidelines for InfoPlus<sup>+</sup>

19 June 08

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## Contributor guidelines

### Copy deadlines

Copy deadlines vary from month to month but are generally a set date between 19 and 25 of the month preceding the issue. For example, the copy deadline for the May issue was 25 April.

### Article length

News items and article length varies — in general between 200 and 750 words.

### Graphics

Where possible, the newsletter team strives to include suitable graphics to enhance the visual appeal of the publication. Therefore, please submit graphics or photos with articles if possible.

### Review process

The newsletter team reserves the right to edit press releases and does not send edited releases back to

the sender for review prior to publication. The newsletter editorial team does not send by-lined articles back to writers for review. Our review process normally follows these steps:

1. By-lined articles are first edited in Word and then sent back to the author for review.
2. The writer is asked to indicate any requested changes or comments in the Word file using the Track Changes and Comments feature and to send the file back to the copyeditor by a specified deadline.
3. Once comments are integrated, the newsletter copyeditor sends the newsletter copy including by-lined articles to the layout editor.
4. The newsletter is then laid out in pdf format and sent out for proofreading.
5. At the same time, by-lined articles in pdf are also sent to their authors for final checking, before the newsletter is distributed.
6. The newsletter layout editor integrates these comments.
7. The laid out newsletter is then sent out to Council and the copyeditor for a quick and final check 24 hours before the newsletter is distributed.

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The newsletter editorial team is committed to producing a quality newsletter. As such, we try to accommodate all comments and changes that improve the quality of *InfoPlus+*. Where possible we try to integrate requested changes provided they comply with the newsletter House Style and space limitations.

## Advertising

Many contributors find that advertising in the same publication in which their article or press release appears helps them achieve greater brand awareness and exposure as well as a significantly stronger impact with target readers. While editorial coverage in InfoPlus+ is not dependant on advertising in the newsletter, our advertising representative might contact you to see if the benefits of a paid advertisement might be an appealing option for you.

If you are interested in advertising in the newsletter, contact Felicity Davie: [felicity@tou-can.co.uk](mailto:felicity@tou-can.co.uk) or +44 (0)1344 466600.