

Advertiser Editorial Guidelines

With a 12-month display ad, we offer these 3 additional benefits:

1. An article with the byline (author's name) at the beginning and business credit, along with website address, at the end. 800-1200 words, with or without pictures. This will usually cover 2-2.5 pages of the magazine and gives you very good exposure and credibility as an authority in your field.

IN ADDITION, we have two other opportunities to give you additional exposure.

We will make available space in the section called "News and Profiles" for the following.

2. An announcement and brief company profile within the first three months of your contract. This can mention company ownership, location, service area, contact information, etc.
3. A "new product or service" announcement within the year. This can be advertorial up to the point of price. Brand-names are allowed, but no pricing. Or, if you don't have a new product, we will accept announcements that we deem worthy and appropriate for industry news and as space permits. Examples of these are new business locations opening, expanded service areas, new officers or promotions of current officers, etc.

Guidelines for Advertiser Editorial Submissions to *FLCAJ*

- Articles should be between 750-1200 words.
- Articles must be "non-advertorial" in nature. They must not be about the business, but rather "process focused." Readers are interested in learning how a job is done, along with advice and cautions of things to be avoided. When products must be mentioned, brand-names are to be avoided, but a description of the product is permitted ("good-quality penetrating sealer," for example).
- Articles must address an issue of universal interest to our readers. The types of articles we are seeking will offer ways to save money or solve commonly faced problems.
- Articles should not be time sensitive, unless agreed upon beforehand. *FLCAJ* does not guarantee a specific month of publication for submitted articles, but will use them solely at the discretion of the editors.
- Pictures or illustrations are encouraged. Pictures must be very good quality to be used in the magazine. Digital pictures are accepted, but their usage will depend on the quality. Please use the highest quality setting on your camera.
- Articles should be in digital format (MS Word preferred) and emailed to jjim@adpub.com.