

Your column and stories are very important to us! Thank you for your willingness to share your expertise with our readers. Here is the way to make both your job and ours a pleasure. The information listed here is intended to be helpful both to you and to us. Preparing a newsletter of this caliber is a big job. With your understanding and following of these guidelines, we should all enjoy getting news to our readers. Thanks for your help.

Deadline for Submission...

Deadlines for copy are the last Thursday of the month. If this should change for a specific issue, such as the November/December holiday season, we will make sure you are aware of the change. Exceptions do occur. Please let us know if you will have a problem meeting the deadline.

Writing Guidelines...

Affiliate and guest articles are limited to 500 words or less due to space constraints. Guest articles are published on a space available basis.

Submission Procedures...

Stories:

Electronic submission is preferred whether by email (melanieb@mainechamber.org) or on disk. Attach file as a Microsoft Word document and paste the text into the body of the email. This allows us to get your story if we are unable to open the attachment.

If you choose to submit a disk, please label the disk with the article name, your name and title, the company/affiliate, and your phone number. Please make each article a separate file.

Please do not send us disks created on a Macintosh platform. We are unable to translate them.

Graphics and Logos:

If you are sending us graphics files, please make sure they are **.pdf, .eps, .jpg, .gif, or .tif** files.

Photographs:

Email digital photos to melanieb@mainechamber.org in **.jpg** format.

Or, you can mail hardcopy photos to Melanie Baillargeon, Director of Communications, Maine State Chamber of Commerce, 125 Community Drive, Suite 101, Augusta, ME 04330.

Identify the people/scene in the photo from left to right, front row first. When identifying people, be sure to include their full proper names, correct titles, and company names. Please provide suggested copy for a caption, and if applicable, also provide a photographer credit.

Photos will only be returned if requested. If you wish to have your photo returned, please include a stamped, self-addressed envelope.

Styles...

Headlines:

- Headlines: Arial 18pt. bold italic align left
- Sub-heads: Arial 14pt. bold italic align right
- Don't capitalize the first letter of every word. Capitalize only the first word and any proper nouns.
- Don't use all upper case letters.

Body Copy: CG Times 10pt. justified

- Use tabs, not spaces, for indents.
- Don't use all caps in any words, except acronyms such as IRS, CPA, etc. All acronyms must first be referred to with the entire name spelled out, i.e. Maine Department of Environmental Protection may subsequently be referred to as DEP.
- Use two spaces after a period at the end of a sentence.
- Use spell check, please.

Associated Press (AP) Style: We use AP style for our publication. There is an AP stylebook in our offices if you need it.

- **Numbers:** Single digit numbers (1-9) are written out (one-nine). Greater than nine are printed numerically. If a number begins a sentence, it should be written out.
- **Prepositions:** Over is the opposite of under, so use "more than" if you are referring to something greater than; i.e. More than 50 people attended the reception. Use "during" when referring to time.
- **Titles:** Capitalize the title only if it directly precedes the name and is not set off by commas. It is customary to refer to legislators as Rep. or Sen. You don't need to spell out their title.
- **Telephone numbers:** (207) 623-4568. Please precede all telephone numbers with (207) or (800) for toll free numbers.
- **Percentages:** Spell out "percent." Don't use %.
- **Committees:** Proper committee names are capitalized (Joint Standing Committee on Labor). Casual references are not (labor committee).
- **Possessives:** Be careful to use the proper possessive (its not its').