



We are pleased to offer you the opportunity to share your knowledge and expertise by submitting a guest editorial. To help you meet both your goals and ours, we offer the following guidelines:

Guest Editorial Guidelines

1. Your editorial should be based on a specific issue or idea from which the readers may learn from your expert point of view.
2. Your editorial should not be an (“advertorial”) or an advertisement in text form. Please refrain from naming your company in the body of the article. Please avoid using “I” or “we” or “...our company is the best...” or “...our company provides...”
3. Your editorial should be 500-800 words provided in Word format.
4. Any graphics to be included in your editorial should be e-mailed as a separate file. If you do not have any pictures or graphics, Media Communications will add from our stock to compliment your text.
5. Please provide a byline at the end of the editorial. It is in the byline that you may succinctly do some marketing. It can be beneficial to use the name and information for your regional sales representative even if he/she didn’t write it. Here is a good example:

For more information, contact Dani Gorden at Media Communications at 1-855-747-4003 or dani@thenewslinkgroup.com Dani is the Project Manager for The Community Banker Magazine. Media Communications develops and publishes over 130 newsletters for non-profit organizations nationwide, beginning with ad sales, graphic design and layout as well as printing and mailing the finished publications. .

**Any questions you have regarding the writing of an editorial should be directed to your Project Manager... Dani Gorden 855-747-4003
E-mail: dani@thenewslinkgroup.com**

Capture the reader’s interest with your editorial and sell them with your advertisement.