



mediacommunication
group

Guest Editorial Guidelines

Media Communication Group, Inc. welcomes engaging and informative editorial content from industry professionals. When submitting your material for consideration, please observe the following standard editorial guidelines:

1. Your article should not be an “advertorial” or another advertisement in text form. Stay away from phrases such as “Our company is the best...” or “We provide....” Please refrain from naming your company in the body of the article.
2. Your article should be an editorial based on a specific issue or ideas where the reader can learn something from your expert point of view.
3. Your editorial should be 500-800 words provided in Word format.
4. If you have graphics you wish to be included with your editorial, please e-mail them as a separate file. If you do not have any pictures or graphics, our graphic/layout professionals will dress up your editorial for publication.
5. Provide a byline at the end of the editorial. It is in the byline where you may do some marketing. A good idea is to make your area sales representative the author of the editorial even if he/she didn't write it. Here's a good example:

For more information contact John Doe at CVR. 800-123-2332 x1304 or jdoe@cvrreg.com. CVR has developed and administers secure systems to transmit electronic transactions to and from State Departments of Motor Vehicles. John has been with CVR since 1995 and is currently Director of the Mid-Atlantic Region.

Stir the reader's interest with your editorial and sell them with your advertisement.

Send editorial content for consideration to Don Brown
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