



Information and Guidelines for NAA Weekly eNews Contributors

When thinking about content for our communications we consider things like: **What value is the content providing for our members and the field? What problem is the content solving for our members and the field? How is this content making our members and the field stronger?**

Tips for Preparing Your eNews Article

- Brief articles should be a **maximum** of 100 words.
- Longer articles should be a **minimum of** 125 words and not exceed 800 words.
- While there is no maximum word count for your article, please keep your information concise.
- The editorial team will review your submissions and edit as necessary.
- Write more simply and for all audiences.
- Conversational articles and anecdotal insights help personalize your contribution.
- Include a link to any appropriate Web site at the end of your article, along with the reason to click on it. (For more information, to view a report, et cetera.)
- Please provide a headline suggestion with your article.
- As appropriate, include high-resolution (300dpi or better) photographs or images with your article. Specific images may be requested. Photo credits are appreciated and may be required.
- At the end of your article, include a brief bio statement or contributor blurb. (*Sarah Suydam, a graduate of Wayne State University, is the managing editor of AfterSchool Today magazine.*)

For Businesses or Advertisers

- Keep your articles around 200 words.
- Submitting content that reads more like an article than a sales pitch is in your best interest.
- Providing readers with useful information encourages a netter click-through rate and will help build trust with your audience.
- Provide a high-resolution image to accompany your article. (See specs, above.) Do not include a logo, unless you'd like it overlaid on the image.

Content marketing will help you create reader relationships. For specific examples or ideas, please email jill@serendipity-media.com.

Other Information:

Article suggestions are always welcome. Please visit naaweb.org/submit-articles-news to offer yours.