

NATIONAL

AfterSchool

ASSOCIATION

## Information and Guidelines for NAA Weekly e-News Contributors

### Tips for Preparing Your e-News Article

- Brief articles should be a **maximum** of 100 words.
- Longer articles should be a **minimum of** 125 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. (*Amy L Charles, a graduate of Michigan State University, is the editorial director of AfterSchool Today magazine.*)

### For Businesses or Advertisers

- Keep your article 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 better 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 e-mail [lisa@serendipity-media.com](mailto:lisa@serendipity-media.com).

### Other Information

Article suggestions are always welcome. Please visit [naaweb.org/submit-articles-news](http://naaweb.org/submit-articles-news) to offer yours.