

IDA Article Guidelines

Thank you for volunteering to contribute written content to the IDA newsletter, website, and social media. Please adhere to the following guidelines when writing and submitting your article(s):

- **Format:**
 - Articles must be submitted as a Word document, attached to your email. They must include the article title, the author name (and title, if desired), and company name.
- **Length and Readability:**
 - Ideal article length is 500-1500 words. If you have more to say, consider breaking the article into a series of shorter, more digestible pieces.
 - Articles should be well-developed, but not overly lengthy.
 - Please write as clearly and concisely as possible.
- **Relevancy:**
 - Articles must be timely and relevant, with up-to-date information.
- **Promotion:**
 - Articles must be brand-neutral. No self-promotion or advertising of any kind. However, your company name in the byline may be linked to your company website, if desired.
- **Permission:**
 - If an article is submitted by anyone but the author, we will need to receive written permission from the author to print in the IDA newsletter.
 - It is the responsibility of the author to obtain permission for the use of any copyrighted material, including images, sound, and video files.
- **Citations:**
 - If you quote any outside references, you must cite your sources. Avoid any type of plagiarism or copyright infringement.
- **Originality:**
 - You may submit a piece that you have had published elsewhere, as long as it is not copyrighted or restricted by the other publication(s).
- **Photos/Graphics:**
 - You may submit an image or graphic to accompany your article. However, you must own the photo or must have proper written permissions to use it. Please do not just pull a photo from Google.
 - Photos must be sent in JPG, TIF, or PNG format.
- **Suggested Topics:**
 - Suggested categories include, but are not limited to: best business practices (especially for small businesses), technical information, sales & marketing, career development, recruiting, and hiring & retention. We welcome you to be creative and propose topics not listed here.
- **Restrictions:**
 - Do not use profanity, slang, insults, slander, harassing/discriminatory statements in your article.

- **Review Process:**
 - Once submitted, IDA staff reserves the right to proof articles for grammatical correctness and review them for generally accepted professional practices. Grammatical changes can be made by staff, as long as they don't change the overall meaning of the piece.
 - Your article will also be reviewed by a member of the Marketing & Communications Committee, who may contact you if they have any questions about specific information in the article.
 - There may be more than one round of revisions. Any changes made to your article will be submitted back to you for final approval prior to publishing.
- **Disclaimer:**
 - Articles will be published with the disclaimer: "The views and opinions expressed in this article are those of the author(s) and do not necessarily reflect the official policy or position of the IDA."
- **Notes:**
 - Keep your target audience in mind.
 - Remember, you don't have to be an expert writer. We just want you to be able to share your knowledge with your detailing colleagues and anyone interested in the industry.
 - You may check out our article archive if you want an idea of the type of content we're seeking. Log in to your IDA account and click Educational Articles.

Once again, thank you for volunteering your time, talent, and knowledge to the International Detailing Association.

Questions or comments may be directed to our newsletter team at marketing@the-ida.com or 651.925.5526.