



# BioMatters

## Article Submission Guidelines 2018 - 25th Anniversary Edition

**Looking to influence Michigan's bioscience leaders and decision makers?** BioMatters magazine is the only statewide publication devoted to promoting the companies, innovations, products, and people that make up Michigan's bioscience community.

### How to submit an article:

All MichBio members are welcome to submit a free article for publication in BioMatters. Not a member? Visit [www.michbio.org/join](http://www.michbio.org/join) for membership details.

Those interested in submitting an article should follow these steps:

1. Contact Kate Oesterle for content ideas/topic **(required)**
  - Email topic ideas to [kate@michbio.org](mailto:kate@michbio.org) or call 734-527-9147
  - The 2018 issue will spotlight our valued members in recognition of our 25th anniversary of driving bio-industry growth!
2. Once we've approved your topic, follow these guidelines for your article:
  - Tell a story! What does your company do, how does the work impact our industry, and what do you value about being a MichBio member?
  - Be written in the third person
  - Include your company's tie to Michigan in the first paragraph
  - Be written for the lay person and not be too technical
  - Have a word count between 500-700 words
  - Have only one space between sentences
  - Include a title

- Include your company's address, website URL, and phone number as a footnote
  - Attach 2-3 product/building/people photos or illustrations AND company logo. Images must be at least 300 dpi and 6" w; all photos/illustrations must include captions. Preferred file format for photos = high res JPG or TIFF; preferred file format for illustrations and logs = high res PNG (with transparent background) or EPS. **Please attach all image files separately, do not embed within written article.**
3. Email your article, images/illustrations, and logo to [kate@michbio.org](mailto:kate@michbio.org) by August 1, 2018. **Don't delay! Space is limited!**

Need help? Contact Kate at 734-527-9147 or [kate@michbio.org](mailto:kate@michbio.org) for examples of well-written stories from past issues of BioMatters.

### Contact:

Kate Oesterle  
Director of Marketing & Communications  
p: 734.527.9147 | e: [kate@michbio.org](mailto:kate@michbio.org)  
[www.michbio.org/biomatters](http://www.michbio.org/biomatters)

