

## Call For Authors: Publishing Opportunities

**Editorial Content** for QRCA *VIEWES* is managed by an editorial team that includes the editor-in-chief, managing editors, copy editor, contributing editor and the features editors for each of *VIEWES*' regular columns such as Qualitative Toolbox and Trends.

*VIEWES* editors welcome QRCA members and members of the market research community to submit article ideas or manuscripts for consideration.

We review each manuscript on an individual basis to ensure that the article conforms to *VIEWES*' mission and goals, as well as to the topic mix needed for each issue. Occasionally, we may save a manuscript to use in a future issue. We reserve the right to edit any manuscript or to change the title.

Submissions should be objectively written and supported by case-study examples. Articles of a promotional nature will not be published in *VIEWES*.

Please remember that it takes a good deal of time for our editors to read through all of the submissions. We will let you know as quickly as possible whether your article has been accepted for publication in QRCA *VIEWES*.

### FAQs about Article Submissions

*Will I see my article before it is published in QRCA VIEWES?* Not always, as our tight publication schedule may not allow for author review of edited manuscripts.

*Will I be paid for the time and effort I put into writing the article?* Like most professional association publications, *VIEWES* does not pay contributors. However, because the magazine is distributed broadly in the research community, you will gain a good deal of visibility as a result of being published in *VIEWES*.

*Can I submit an outline for consideration before I submit the completed article?* Yes, you may submit a 50-100 word description of your story idea to the appropriate features editor.

*My article was published in another journal or magazine. Can I send it to VIEWES?* While ordinarily the preferred solution would be a substantial rewrite, we are willing to consider articles published elsewhere if, in our judgment, they seem both relevant and not likely to have been seen by a significant portion of our own readership. In addition, you must either assure us that you are the copyright holder and/or provide a letter of permission from the previous publication. If *VIEWES* publishes the article, the prior publication will be credited and cited in a footnote.

*My article was published in VIEWES; can I submit it to another publication?* You will need to submit a request in writing to

the *VIEWES* editor-in-chief. If we approve re-publication, we will notify you in writing and we would expect the prior *VIEWES* publication to be cited in a footnote.

### Writing Style Guidelines

- Write in the present tense and use the active voice as much as possible. Avoid the use of informal language and slang as much as possible.
- Footnotes, endnotes or lists of references are not necessary in a trade publication such as *VIEWES*.
- Make liberal use of topic subheads to help readers scan your article and follow your main points easily.
- Please direct your queries and/or submit your manuscript to Editor-in-Chief Kay Corry Aubrey at Kay@UsabilityResources.net.

### Submitting a Manuscript

- Please send articles via email as an attached Word file to the attention of the editor-in-chief.
- The preferred article length is 1,000 to 2,000 words.
- Make sure your manuscript can be easily identified by naming the file as follows: Brief title.Author Last Name.doc.
- Please tag each page of your manuscript with a left header that identifies the article title and author's last name, and a right header with page number.
- In addition to the title of the article, the front page of your manuscript should include the author's full name, full company name and address, phone number, email address and Twitter handle (if applicable).
- Please use only simple formats in your Word document. Avoid unusual indentations or tabulations as well as outline-style paragraphs with subsets, boxes or other page graphics. Our graphic designers will add formatting following the editorial process.

### Electronic Article Reprints

Authors who are published in *VIEWES* will automatically receive a free PDF file of the article as it appeared in the magazine. For a PDF file of the article with advertising removed, the author's company logo added and text reflowed, please contact Susan Munyon at New England Business Media, smunyon@nebusinessmedia.com or 508-755-8004 x258. The fee for the modified PDF article is \$35.

*We look forward to working with you!*

