



Author Guidelines and Publishing Agreement

We edit each submission for content, continuity and style, and we work with the author in a collaborative environment. Authors will have the opportunity to review the completed article layout before printing and will receive upon request a PDF file of the final printed article for their own use.

General SCIP Author Guidelines:

1. Extensively use **subheadings** to visually organize the article and facilitate quick scanning. We also encourage the use of sidebars for examples and lists.
2. **Writing style** – Devices like lists, subheadings, and pull-out quotes improve readability.
3. **Abstract** - Please include a brief abstract about your article. This will be used as a preview to the actual piece.
4. **Voice** – Please write in the active tense and in short, focused paragraphs, similar to a journalistic style. We will edit each article to reflect the standard ‘voice’ of the publication.
5. **Length** - We recommend 1,000 – 3,000 words.
6. **Audience** – Articles are regularly shared by members with their peers, managers, clients, students, etc. They all share a common interest and passion for positively impacting strategic choices using insights and intelligence.
7. **Files** - Please submit the article text in a Word document, with any supporting figures or images as separate files.
8. **Supporting tools** – As these are published in HTML, please consider including downloadable tools/templates (e.g. an Excel file), videos, etc.
9. **Footnotes** – Instead of footnotes, please include hyperlinks to any SCIP or third party resources.
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13. **About you** – Please submit a bio, LinkedIn profile link and a hi-resolution photo.
14. **Footnotes** – Instead of footnotes, please include hyperlinks to any SCIP or third party resources.
15. Send figures, tables, and diagrams in **separate graphics files** (.ppt, .eps, .tif, .jpg, .xls); Charts and images as .tif or jpg files.

Critical Objectives for Every Article:

- a. Address an issue that is relevant and important to the audience
- b. Provide insights, examples, or ideas that will change the reader’s thinking, or how they act
- c. Present those insights in a clear, concise, easily digestible way

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General SCIP Publishing Agreement:

1. Articles must be **original work**, not published elsewhere, containing references to all external sources used. We do not accept articles that primarily promote your own services or products. An exception is an article co-authored by a CI practitioner who is willing to provide a case study application.
2. Authors must confirm they have the copyrights of the textual and visual content provided and agree to **assign copyright** to SCIP for publishing their article and graphics in both print and electronic format, and for posting on the SCIP website. Note that this does not prevent authors from re-using the content. We encourage authors to post their article on their website and redistribute their article at their discretion.
3. Authors must confirm their **commitment** to providing SCIP with the agreed upon content within a previously established timeframe. For example, if an author agrees to submit a series of four columns throughout the year, he has to adhere to the agreed upon editorial calendar and confirmed deadlines.
4. The above points are valid for all works submitted to SCIP. This form needs to be **signed** only once by an author to be valid for all of his works submitted for publishing in any SCIP publication.

If you have any questions or comments, please contact Lisa Badolato at lbadolato@scip.org. Thank you for your time and effort.

Name _____

Position _____

Company _____

Date _____

Signature _____