

GREATER CHICAGO Building News

A publication of the Home Builders Association of Greater Chicago



CONTENT SUBMISSION GUIDELINES

I. Deadlines

Articles are due by 5pm on the first business day of the month prior to the intended quarterly issue; i.e. April 1 for the May issue. Holidays are not counted as a business day. Extensions/ special considerations are granted on a per-case basis, and must be arranged prior to the due date and approved by the publisher. Your cooperation with submitting things on time is greatly appreciated.

II. Submission Contacts

Email is the preferred method for submissions. Please email submissions to the publisher at: info@brandit360.com

If you need alternate methods for submission please call Chantel Beauregard at 224-633-9597

III. Artwork

Please include captions. Artwork may be emailed as a 300-dpi resolution JPG, GIF, TIF or EPS file with the corresponding submission. Artwork must relate to the accompanying submission. Inclusion of artwork is subject to the discretion of the publisher. The editor reserves the right to add art as necessary.

IV. Councils and Divisions

A full page in Greater Chicago Building News is reserved each quarter for every HBAGC council and/or division. To guide you in preparing your articles, please use the following word count limits:

***Full page, text only: 800 words * Text and one photo: 500 words *Text and two photos: 400 words**

Articles that exceed these specified word counts will be edited, as needed. If an article falls short of the required word count, extra space on the page will be considered 'open space' to be used as needed by the publisher. Publisher reserves the right to edit articles for grammar, spelling and content. Articles may not include derogatory remarks regarding other members or services. Articles not received by the publisher's deadline will be held for the next issue, and the page will be considered open space for use at the publisher's discretion.

V. Member or Guest Editorials

Industry-relevant guest editorials are accepted. Content length and use of photography is left to the discretion of the publisher. The submission should cover an issue, product or service of relevance to the building industry, real estate sales, green building practices, materials and their uses, or design and merchandising. Submissions should be written in an objective fashion (ie: the emergence of a new technology, what buyers look for in today's market, how to utilize a new building material or design element, etc.). Submissions which excessively quote or include biographical or gratuitous company information, or which draw specific attention to the company submitting the article rather than the issue at hand, are subject to removal or rewording of such content. (This type of submission may be considered and labeled an Advertorial and as such may be run as a paid submission according to the Advertising Rate Card in effect at the time of publication, subject to prior rate negotiation and signed Advertising Agreement.) The submission may/should include reference to HBAGC members as possible.

The submission can be of any length but 500-1500 words are preferable. Artwork and/or photos are also recommended as they enhance readership. Appropriate photo releases may be required if the photo(s) include individuals or copyrighted material or trademarked products.

The article may be bylined, and a short bio may be supplied with the submission. Contact information (website and/or email only) is allowable. We'll need your contact name and phone number to be able to reach you and discuss your submission, but the phone number will not be published in the article or bio.