



SALES + MARKETING IDEAS WRITER GUIDELINES

Are you interested in writing for *Sales + Marketing Ideas* magazine? If the answer is yes, the following guidelines will assist in the publication process.

The magazine and its audience

- *Sales + Marketing Ideas* is an app updated bi-monthly that provides the home building industry with the latest trends and techniques in new home sales and marketing as well as practical articles to help builders make and save money.
- Our readers are primarily new home sales and marketing professionals, interior merchandisers, builders and developers, and real estate brokers.
- More than half of our readers have an annual sales volume of more than \$5 million. Their primary target markets are first-time buyers, first-time move-up buyers, and second-time luxury buyers.
- The framework of your article should be the how-to insights deduced from your experience and explained through examples.

Each issue of the magazine has three to four feature articles and two regular departments.

Feature articles

Feature articles in *Sales + Marketing Ideas* magazine provide insight into issues, trends, and research that would be of interest to new homes sales and marketing professionals, interior merchandisers, builders, developers and real estate brokers. A feature article should be 1000 to 1200 words and include graphics and ancillary material to support the content.

Writing a feature article

1. Before you write, thoroughly research and plan out your topic.
2. Create a working title. Your working title helps focus your ideas. Make it brief (three to six words), use an active verb, and aim to be clever but not obtuse. Ideal titles are less than 30 characters.
3. Provide a by-line (the author's or authors' full name(s).)
4. Write a lead sentence or paragraph that compels your audience to read the article. Your lead must be relevant to your topic and get to the point quickly: What is the purpose of your article?
5. Use subheadings in the manuscript to signal to the reader the direction and focus the story is taking.
6. Be comprehensive. Use details that add clarity. Provide statistics and dates that support your points.
7. Write as you speak. Write in the active voice.
8. Do not use words or jargon that the reader will not understand.
9. Make your conclusion as memorable as your lead.
10. Write a brief author bio (providing the author's full name, title, current position, location, phone number, and/or e-mail address) at the end of the manuscript.
11. Edit your article thoroughly. Double-check the accuracy of your article. Return to your original source material, and verify every name, date, fact and figure. Accuracy is your responsibility, not that of the *Sales*

+ *Marketing Ideas* editors.

Departments

Sales + Marketing Ideas magazine has two regular departments you may want to consider if your topic is not suitable for feature treatment.

- **Ask A MIRM:** Exclusively authored by holders of the Master in Residential Marketing (MIRM) designation. The author will answer a topical question of concern in the area of sales and marketing for our readers. If you are a MIRM and are interested in contributing to “Ask a MIRM” please contact Anne Ladewig, *Sales + Marketing Ideas* Editor at aladewig@nahb.org.
- **Tech Zone:** dedicated to delivering technology insight and knowledge including the latest trends in high-tech solutions, electronics, gadgets, and the Internet. (800 words).

Before you write

The most frequent reasons why articles are not accepted for publication in *Sales + Marketing Ideas* are:

- They are self-promotional or market a product or service available from only select vendors.
- They are poorly organized.
- They lack insight.
- They describe an idea whose narrow scope and depth do not warrant feature article treatment.

The Checklist

Before submitting, make sure the article:

1. Is the correct length – 1,000 to 1,200 words for features and 500 to 800 words for departments including sidebars. Check the descriptions above for more information about appropriate article length.
2. Does not promote a product, service or company.
3. Is original work that has not been published elsewhere.
4. Has a three- to six-word working title, followed by a one-sentence or one-paragraph lead that effectively explains the purpose of the article.
5. Contains a brief author bio that includes the author’s full name, title, current position, location, phone number, and/or e-mail address.
6. Includes sidebars with important facts or data that does not fit within the main body of the article.
7. Includes the author’s headshot, photographs, diagrams, illustrations, and/or floor plans as separate files. Please do not embed graphics in the article.
8. Has captions for each photograph that includes the name of the community, builder, and location recorded on the Photo Information Form (to be provided by the publisher).
9. Has credits for each photograph that includes photographer’s name and company name recorded on the Photo Information Form.
10. Has been fact-checked and proofread.
11. Is submitted as a Microsoft Word attachment in an e-mail to aladewig@nahb.org
12. All graphics (photographs, diagrams, illustrations, and/or floor plans) are at a resolution of 300 dpi at 8 inches high. (See Electronic Graphics Guidelines for more information. Can be provided by the publisher.)

Submitting your article

- Take a few minutes to review The Checklist and Editorial Policy to ensure your article is in the correct form. Articles that are not prepared according to these guidelines may not be published.
- If photographs are submitted, write accompanying captions and credits on the Photo Information Form and send the graphics as separate files. DO NOT embed the graphics in the article. Remember, if you are not the copyright owner of the graphics, you must have permission from the photographer(s) or artist(s) before submitting any graphics to *Sales + Marketing Ideas*.
- Submit your article as a Microsoft Word attachment in an e-mail to aladewig@nahb.org

- Direct all inquiries and completed articles to Editor *Sales + Marketing Ideas*, 1201 15th Street, N.W., Washington, DC 20005. If you have any questions about submitting an article, call 800-368-5242 x8673 or email aladewig@nahb.org

Editorial Policy

Please review this section carefully prior to submitting your article for consideration in *Sales + Marketing Ideas*.

- All contributors must submit either a draft or an outline of the proposed article 30 days prior to the deadline specified for the preferred issue of publication. (See editorial calendar for deadline.)
- All contributors will adhere to the schedule and meet agreed-upon deadlines or the *Sales + Marketing Ideas* editors and NSMC/NAHB have the right to substitute another contributor or article in its place.
- *Sales + Marketing Ideas* magazine staff has editorial control over all articles submitted and have the right to accept, reject, or substantially edit all articles.
- The *Sales + Marketing Ideas* editors and Editorial Advisory Board reserves the right to limit the number of articles that one author can publish in a calendar year.

Copyright

Once the article has been accepted, you will be asked to sign a copyright agreement that grants *Sales + Marketing Ideas* copyright and/or shared rights to the article. If you have any questions about copyright policies or need a copyright agreement, please call 800-368-5242 x8673.

***Sales + Marketing Ideas* Magazine Style Guidelines**

Sales + Marketing Ideas style guidelines make certain that all articles are uniform and correct.

- Paragraphs are composed of two or more sentences that develop a single idea. No paragraph should be longer than one half page.
- When you refer to a corporation, business, or association for the first time, use its full name, followed by its acronym in parentheses, and include the city and state in which the organization is headquartered. For example, “the Department of Housing and Urban Development” (HUD), Washington, DC.” The acronym is acceptable in subsequent references.
- Capitalize titles when they precede a person’s name but lowercase when they follow the name.
- Use a person’s full name and job title in the first reference. Use last names only in subsequent references.
- Spell out the numbers one through nine. Use Arabic numerals after 10.
- Use Arabic numerals for addresses and dates.
- Do not use the serial comma (for example, “Tom, Joe and Larry”—not “Tom, Joe, and Larry”).
- Write in active voice, not passive. This gives your writing more punch and evokes more clear images. For example, “the Council presented the award,” – not “the award was presented by the Council.”
- One of the most common editing mistakes is misuse of plural pronouns such as “them” and “their.” Remember, when referring to one individual person, you must use the pronoun, “he,” or “she.” You cannot mix pronouns such as: “Greet your customer and ask them about their preferences.” Instead, say: “Greet your customers and ask them about their preferences,” OR “Greet your customer and ask him about his preferences.”
- Some other helpful style issues to keep in mind are: Write baby boomer, empty nester, etc., in lower case letters; write home builder and home buyer as two separate words; write floor plan as two separate words; Web site is written as such; for dates, you don’t need an apostrophe here: the 1980s, but you do need one when abbreviating like this: the ‘80s. Spell out percent.

***Sales + Marketing Ideas* Magazine Electronic Graphic Guidelines**

VECTOR GRAPHICS

- Vector graphics are those graphics that are created in computer drawing programs such as Adobe Illustrator, Macromedia Freehand, or CorelDraw. Because these programs work on mathematical models and not on individual pixels, resolution is irrelevant.
- These files should be supplied as editable eps files. If the eps file is not an editable format we cannot use it.

- The main potential problem encountered with vector graphics is fonts. We cannot read fonts supplied from a PC, and if Macintosh fonts are used, they need to be included along with the graphic file.
- Ideally a printout should accompany the electronic file.

BITMAP GRAPHICS

- Bitmap graphics are photographs or any electronic graphic that has been scanned or created in a bitmap program such as Photoshop.
- In general a resolution of 300 dpi (dots per inch) at the size the picture is to be used is preferred.
- However, if the logo is line art, i.e., black and white only with no shading, then a higher resolution is preferred, ideally 900 dpi or greater.
- TIFF files are preferred; however, we can handle just about any format.

Please Note:

Sales + Marketing Ideas magazine welcomes editorial and art contributions, although the editors, NSMC, and NAHB accept no responsibility for unsolicited work.

Sales + Marketing Ideas Contact Information:

Editorial Offices
 Sales + Marketing Ideas
 1201 15th Street, NW
 Washington, DC 20005
 Phone: 202-266-8673, 800-368-5242 x8192
 Fax: 202-266-8195
 Website: www.smimagazine.com



Publisher
 Sales + Marketing Ideas
 Joseph P. McGaw
 1201 15th Street, NW
 Washington, DC 20005
 Phone: 202-266-8693, 800-368-5242 x8192
 Fax: 202-266-8195
 E-mail: jmcgaw@nahb.org

Editor
 Sales + Marketing Ideas
 Anne Ladewig
 1201 15th Street, NW
 Washington, DC 20005
 Phone: 202-266-8694, 800-368-5242 x8673
 Fax: 202-266-8195
 E-mail: aladewig@nahb.org

Advertising Contact
Steve Bunce
 Director of Sales
 1201 15th Street, NW
 Washington, DC 20005
 Phone: 202-266-8690, 800-368-5242 x8690
 Fax: 202-266-8101
 E-mail: sbunce@nahb.com