

# livebetter Writers' Guidelines

*Livebetter* allocates a percentage of its editorial space each issue to expert guest authors to objectively address various sustainability issues and perspectives. Our hope is to educate and to empower our readers toward meaningful social, fiscal, organizational, environmental and humanitarian change. The following guidelines are designed to increase the probability of a submission being selected for publication and to ensure it provides the most beneficial impact.

1. Submit a minimum 100 word proposal summarizing article topic. The editorial director will review the proposal and provide feedback via phone to discuss tone and direction to qualify article for publication.
2. Upon publication approval, the author will be required to submit 1200 words for a column (preferably in 1st person), 1800 words for a department (in 3rd person) or 2500 words for a feature (in 3rd person). Submissions not meeting these word counts by +/- 10 percent must be pre-approved by the editorial director.
3. Authors are free to supply any number of images with their submission per *livebetter's* specification criteria listed in the media kit, but this does not guarantee the images will be selected for use.

## Consider the Following

- An article proposal does not guarantee publication unless specifically stated by the editorial director in writing.
- Articles are judged on reader usefulness, cohesion to magazine mission, timeliness, writing quality, professional expertise and accuracy, and objectivity.
- Submissions not following magazine guidelines may not be published.
- Promotional, "press release" or "advertorial" quality submissions will NOT be published.
- *Livebetter* editors edit all submissions for style, cohesion, readability and consistency with Associated Press (AP) style standards and, as such, have final editing authority.
- *Livebetter* does **not** compensate authors or photographers, unless specifically agreed to in writing.
- *Livebetter* does not allow multiple submissions. All submissions must be original, never published and not under consideration by another publisher at the time of submission.
- Article references to data or information published in other sources should be cited in AP style format.
- Avoid slang or imprecise language, redundancy, too frequent use of conjunctions, and spell out acronyms on first reference.

## Author Copyright Information

Upon submission and confirmation of acceptance for publication, all articles become the sole property of *livebetter* magazine. As such, *livebetter* will hold the copyright to all published articles and can post published articles online and authorize use according to its discretion.

## Submission Format

1. The first paragraph should be a summary of the article with the first two to three lines encapsulating the main reason for the article.
2. Text should be in Times Roman, 12-pt., 1.5 or double-spaced within paragraphs and double-spaced between paragraphs. (Do not use columns.) Text must be submitted in either Microsoft Word or rich text format (rtf). DO NOT send submissions in PDFs, unless accompanied by a Microsoft Word or rtf document.
3. Author bios/company information should not exceed a 200 word maximum and should include first and last name, rank/title and/or academic title or designation, company name, physical and e-mail addresses, phone and fax numbers for each author.

## Images

1. Please refer to the *livebetter* media kit for specifications. Images that are editorially accurate and professional in quality are likely to be used. Poor quality and/or editorially inaccurate images will not be used.
2. Do NOT embed photos in Word documents, PowerPoint presentations or PDFs unless they are also provided separately using the approved specifications.
3. Captions and photo credits must be included with each photograph. Images without credits will be credited to the author's company or organization. Feel free to provide tables, graphs and charts provided they are supplied using the proper specs.

## Submission Contact

Please submit articles and images to Rosemarie Calvert, editorial director, at [rcalvert@centerforabetterlife.com](mailto:rcalvert@centerforabetterlife.com). Feel free to call Ms. Calvert at 304-892-3811 to discuss submissions and/or images, to clarify information and/or to request a publication date, if applicable.

## PLEASE NOTE

Internal approval MUST be complete prior to submission. Submitting an article that has been approved for publication automatically binds the author to *livebetter's* editing and copyright authority.

Submissions approved for publication but NOT received by the published due date may be removed from the editorial line-up without notice to the author/organization. In addition, all future submissions may be rescheduled without notice. This policy does not include submission extensions pre-approved by the editorial director.

---

### OFFICE

2402 Independence Rd., Independence WV 26374

Phone: 304-892-3811

[www.centerforabetterlife.com](http://www.centerforabetterlife.com)

### PUBLISHER/EDITORIAL DIRECTOR

Rosemarie Calvert

[rcalvert@centerforabetterlife.com](mailto:rcalvert@centerforabetterlife.com)

### ADVERTISING & PRODUCTION COORDINATOR

Mary Catherine Pauley

[mpauley@centerforabetterlife.com](mailto:mpauley@centerforabetterlife.com)

Copyright © 2012 Center for a Better Life and *livebetter* Magazine. All rights reserved.  
*livebetter* is the official publication of The Center for a Better Life.

---

2012  
Media Kit

2012 Editorial  
Calendar

Job Postings  
Guidelines