

livebetter Products & Services

Livebetter allocates a section of the Center for a Better Life website for content relevant products and services. Our hope is to offer a complimentary outlet for products and/or services relevant to our readers. The following guidelines are designed to increase the probability of a submission being selected for the section and to ensure it provides the most beneficial impact.

1. Submit a 250 to 300 word press release that is consistent or relevant to our members. The production coordinator will review the proposal and provide feedback if necessary.
2. Companies or organizations are free to supply any number of images with their submission per the specification criteria listed below, but ONLY one image will be selected for use.
3. All submissions are free.

Submission Format

1. Copy should be 12-pt. type, 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.
2. Copy is required to include a website, contact e-mail address and a phone number.

Images

1. All images need to have a 72 ppi resolution minimum in RGB or sRGB color. Accepted material formats are JPG, GIF and PNG. Images that are section appropriate and professional in quality are likely to be used. Poor quality and/or section irrelevant 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. Photo credits must be included with each photograph. Images without credits will be credited to the company or organization. Short captions may be included with each photograph. Feel free to provide tables, graphs and charts provided they are supplied using the proper specs.

Submission Contact

Please submit press release and images to Mary Catherine Pauley, production coordinator, at mpauley@centerforabetterlife.com.

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