



## Editorial Opportunities

Chamber members have the opportunity to submit articles for consideration of publication in *The Bridge* and on the Chamber Web site, [www.fmwfchamber.com](http://www.fmwfchamber.com). *The Bridge* reaches an audience of almost 3,000 while the Web site receives approximately 7,000 visitors per month. For the best chance of getting your article published, please follow the guidelines below:

- The Chamber is a business resource. Our primary communication focus is celebrating Chamber membership and educating professionals who lead or contribute to small businesses, since they make up 80 percent of Chamber membership. We try to provide them information that will help them run their businesses more effectively and profitably. Articles should be informative, but jargon-free and easy to read. Ideally, these articles should be something that many readers might consider clipping and saving, or passing on to others to share.
- The articles should **not** promote a specific company or its products and services. They should **not** be written like “advertorials.” Any such material will **not** be published.
- “Tip” boxes or other short sidebar material are strongly encouraged. Example: “*Five Ways to [whatever]*” or “*Ten Steps toward [whatever]*.” This material draws readers in and makes the information presented more useful and accessible.
- A high-quality head shot of the person whose byline will appear in the article is encouraged. Other photos and illustrations are also welcome, as long as they add to the content.
- In *The Bridge*, a half-page article generally runs about 250 words. All material is subject to editing and, if necessary, cutting to fit the space available. The editor will submit edited material to the author for approval.
- The author is identified as the end of each article. Example: **Jane Doe** is vice president of purchasing at *XYZ Co. Inc.*, a member since 1995.
- Articles are accepted only from bona fide members of The Chamber. However, Chamber membership does **not** guarantee placement in the newsletter or on **FMWFChamber.com**. Buying an ad on the Web site or in *The Bridge* also does not guarantee placement. The editorial and advertising operations are totally separate. All submissions will be judged solely on their merits and value to our readers.

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