

What Do You Have to Say?

GUIDELINES FOR SUBMITTING ARTICLES TO THE H SMAI MARKETING REVIEW

The H SMAI Marketing Review is seeking articles to be published in future issues of the magazine that address subjects of importance to sales and marketing professionals who serve the many segments of the hospitality industry. Specifically, the magazine is interested in generic articles that enhance the professional knowledge of those in the field regardless of the specific hospitality products or services they represent.

The purpose of the magazine is to educate and inform, so if you wish to share your expertise and insights into any aspect of the hospitality sales and marketing profession or the hospitality industry with the 10,000 readers of the Review, please follow the guidelines below.

■ Your article should be between 1,500 and 3,000 words in length. If you have more to say about your subject, you may do so, but please do not go beyond 4,000 words.

Although the H SMAI Marketing Review is an educational tool for hospitality sales and marketing professionals, it is a magazine, not a journal, so your article should be written in a conversational tone.

■ Your article must be generic. It must not promote a specific product or service or contain the elements of a press release.

■ Your article should address the reader as "you," not as "we." If you wish to reinforce the article's message with a personal anecdote, then the use of "I" is appropriate as you tell the story.

■ If your article is based strictly on your own opinion about an issue, then you may use "I" throughout. In that case, the article will be considered for "The Way I See It" feature that occasionally appears in the magazine.

■ CHME research papers may be submitted, but only after they have been approved by the Certification Commission for the designation of Certified Hospitality Marketing Executive.

■ If you submit charts, graphs, or other figures to illustrate your article, please be sure that they are clear and large enough to easily read. They may be scanned into the printed text or re-configured by the magazine's graphic designer. If possible, please provide the graphics as an electronic file in a high resolution TIFF or EPS format.

PLEASE SEND YOUR SUBMISSIONS TO:

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Please submit your article electronically as a Microsoft Word attachment and include a brief biography at the end of the article or in a separate attachment. You also may mail a disk containing the article and bio. Please be sure the disk is compatible with the Microsoft Word program and that you include a hard copy of the article and bio. (Please do not send the article and bio within the body of an e-mail because a long document sent in that manner often suffers line-breaks which makes it difficult to read.)

In addition, please submit your photograph. It may be in black and white or in color. A studio photograph is preferred but a good close-up snapshot will do if you don't have a recent studio photo on hand. The photograph, along with your bio, will appear in the "Contributors" section of the magazine.