

## *PRO-SPEAK GUIDELINES*

Pro-speak columns are submitted by local professionals and are featured in *Business People* each month. They appear near the back of the magazine.

Photographs are mandatory and must be at least 3" x 3" at 300 d.p.i.  
All photographs can be emailed directly to [arecker@businesspeople.com](mailto:arecker@businesspeople.com).

**NOTE:** Please adhere to the following guidelines:

1. Column should be approximately 400-600 words.
2. All copy must be double-spaced and typed.
3. Column must be informative and generic to your industry.
4. Column should discuss a trend or provide advice.
5. Columnists will have a byline with their article, which includes names, phone number, web address and email address. Please include this information with your submission.
6. Columnists should submit an electronic version of a high-quality color photograph to [arecker@businesspeople.com](mailto:arecker@businesspeople.com).
7. There is no guarantee when columns will be published; however, we make every effort to publish columns that are submitted.
8. All copy will be edited by the editor to Associated Press Style to maintain editorial uniformity throughout the magazine.
9. The editor will create a headline for the column, but suggestions for a headline are encouraged.
10. Lists, charts, graphs and other graphics are encouraged and should be provided with the completed column.
11. Email your column to [arecker@businesspeople.com](mailto:arecker@businesspeople.com).

**If you have questions, please call Amber Recker, editor, at (260) 497-0433 ext. 3216**