

## MOVING BUSINESS FORWARD MAGAZINE EDITORIAL CONTENT Q&A'S

**Q:** I would like to **write an article** for the MBF Quarterly Magazine, what do I need to know?

**A:** Chamber members are welcome to submit articles for consideration in our MBF Magazine. A selection committee reads each article and chooses the ones to be published. Articles that are not chosen are placed in a follow-up folder to be presented to the selection committee for the next quarterly magazine. All authors will be contacted and informed of the selection committee's decision. Some guidelines to follow are:

1. Articles can be no longer than 800 word count (1 page). Articles can be a full page or smaller informative articles.
2. Articles must be **non-promotional** and of interest to a broad spectrum of readers. The author will be acknowledged with name, company name, website, address, email and phone number (or any combination of above per the author) at the end of the article.
3. A picture of the author is required, a head shot (shoulders and above) in a high resolution jpeg or gif file. Any other non-promotional pictures can be submitted for approval by the selection committee to accompany the articles.

**Q:** What is a **member or new member profile**, how will my company benefit, and what are the requirements?

**A:** One **new** member profile and four member profiles are chosen each quarter. The selection committee tries to find a mix of businesses representing different sectors; e.g. manufacturing, public, retail and service. This one-time-only free advertising opportunity highlights your organization. The member profiles are in a premium position in the centre of the magazine. A member or new member profile highlights the uniqueness of your business in our community and consists of 150 words with picture or logo. The profile including picture or logo can be a maximum of one-quarter page.

**Q:** What is included in the **Buzz on Business** Section?

**A:** The Buzz on Business section is a combination of address changes, changing company names, setting up a new website, member milestones or anniversaries, and awards received by our members. This information is also placed on the GCC website [www.guelphchamber.com](http://www.guelphchamber.com) under "What's New".

Send articles, profiles and company updates for the buzz on business to [natasha@guelphchamber.com](mailto:natasha@guelphchamber.com). If you have any questions or need to know the editorial deadlines please call Natasha Persaud at 519-822-8081.