

The Active Senior of Greater East Central Illinois

GUIDELINES FOR WRITERS

We are pleased with your interest in writing for *The Active Senior of Greater East Central Illinois*. We are a monthly publication with a circulation of approximately 20,000 and an estimated readership of 40,000+. Your article will be seen by many individuals mostly around the East Central Illinois area.

Please use the following guidelines when writing and submitting items for consideration.

1. The publisher/editor reserves the right to edit all material submitted.
2. The publisher and editors do not accept responsibility for the statements made by authors.
3. Articles should be limited to a **MAXIMUM** of 300 words (approximately two typed, double-spaced pages). It is preferred that art or drawings that will accompany the text be in black and white.
4. A photo of the author should be included, if possible.
5. Please list your full name, title (if appropriate), place of employment (if applicable), address, phone number and e-mail address at the end of the article. The purpose of this information is to give you proper credit and to give readers a follow-up opportunity with you.
6. Keep the readers in mind (**ACTIVE** seniors 50+), and **TALK** to them through your written word. **KEEP IT CONVERSATIONAL**. Write the way you would talk!
7. Keep sentences short
8. Prefer the simple to the complex
9. Avoid words you don't need
10. Put action into your verbs
11. Use terms your reader can picture
12. Relate to our readers' experiences. Approximately 40% of our readers are ages 30 to 55 and other 60% are ages 55 and over.
13. Make full use of variety
14. Write to express, not impress
15. Keep readability between grade levels 7 through 9., e.g., *The National Inquirer* is about a 7th grade reading level, the *Readers Digest* is about a 9th grade level.
16. **ALL PRINTED MATERIAL SUBMITTED BECOMES THE PROPERTY OF THE PUBLISHER, UNLESS OTHER ARRANGEMENTS ARE MADE IN WRITING.**
17. Submissions should be made electronically whenever possible. Please send an attached Word document via e-mail to wgingold@uiuc.edu.

Thank you for the considerations.

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