



## SUBMISSION GUIDELINES

**The American Institute of Stress provides a global audience for your voice and perspectives in our publications, in our blogs and in our general website content. We value, above all, your unique insights and expertise.**

Before you begin submitting articles, videos, and slideshows, you must be a member of AIS at any level (Member, Diplomate, Fellow.) If you are not already a member, please contact Kellie Marksberry [kmarksberry@stress.org](mailto:kmarksberry@stress.org) to request the appropriate application.

Please carefully read our Submission Guidelines. These guidelines describe the types of articles and content our editors are seeking and will accept for publication (and perhaps even feature) on stress.org.

These guidelines apply to all content submitted to The American Institute of Stress (except when an assignment or submission template specifies otherwise). AIS Editors may decline your submission if it does not follow all guidelines. You may always contact us at [editor@stress.org](mailto:editor@stress.org), if you are unclear about any guidelines or communication you receive from us. Please remember that guidelines are interpreted at each editors' discretion.

All submissions will be reviewed to determine objectivity, balance, scientific rigor, originality, and importance of content and conclusions. Unlike academic journals that may send an article to multiple reviewers, AIS does not conduct such extensive review. However, your article will be reviewed by at least one peer and authors will receive peer reviewers' comments judged to be most useful as a part of the editing process.

The editor and the editorial staff may make revisions to your article aimed at greater clarity, conciseness, and conformity to style. The final, edited version of the accepted paper will be sent to the author as a PDF file for final approval.

All submissions must be received electronically via e-mail. Please send them to [editor@stress.org](mailto:editor@stress.org).

- The text file for article submissions should be saved as a Microsoft Word file.
- Graphic/Image files must be submitted in highest possible resolution JPEG format

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## General Guidelines

### Do...

**Submit original content.** We love content that you create especially for us. We will also allow you to submit content you have already published elsewhere, as long as the byline matches your name and you own the copyright. In every case, all submissions must be content that you have personally written or created.

**Be yourself: authentic and unique.** It should always be clear that your content comes from YOU, and that no one else in the world could have created it. Find your voice. Submit content on topics about which you are passionate, knowledgeable, and insightful. Use the first-person voice when appropriate, and make clear in your content how your personal experiences substantiate your statements and topic choices. Always offer unique insight that differentiates your content from other information found on the Web.

**Be relevant, informative, useful, and engaging.** Imagine that you are a reader browsing for information on your intended topic. What information do you need to be not only satisfied, but thrilled with the resource you chose? Make sure that each piece of content is written to thoroughly inform and/or delight its intended audience.

**Word Count and/or Pages.** We have some flexibility in our layout process. Below are some submission parameters to consider when writing:

**AIS e-Magazines:** a typical two page spread equals approximately 4 to 5, double spaced pages with 12 point font. We can accommodate longer, more in-depth , up to 10 to 12 pages double spaced. Please coordinate the length of your submission with your Editor prior to making any submissions. We ask that you submit any coordinating images, charts or video that help to illustrate any points being made in your article. If you do not have any imagery, we will add our own during production.

**Blogs:** Online attention spans are short. For most topics, the ideal article length is 350 to 500 words. Construct your articles by beginning with a few key points and expanding upon them, using only as many words as are necessary to convey essential information. Use page formatting (e.g., bolded sub-headings) to guide your readers to your most important points. (Too much to say? Break your topic into more-specific chunks that can each stand alone as useful articles.)

**Proofread. Proofread. Proofread.** We require correct grammar, structure, spelling, and punctuation. **Please follow our Formatting Guidelines below:**

**Write strong, descriptive headlines.** A strong headline summarizes your content succinctly, and leads with the critically important information that a reader will use, either to find your content through search engines or to choose to “click on” your piece from among a list of stories on a contents page. Tell readers why they should view your story. Avoid clever headlines that hint at a topic without explaining it—humor can be a great asset, but it belongs in the body of the article. We can help title your articles as appropriate.

**Be accurate, and cite your sources.** Any information you provide that is neither common knowledge nor clearly established as something you have personally experienced must be drawn from a credible, cited source. In the text, immediately attribute any specific facts and quotes to their source. Please use numerical citations. At the end of the manuscript, references should be numbered consecutively in the order that they are cited in the text and formatted appropriately. Authors are responsible for accuracy and completeness of references, as well as obtaining permission to reproduce any copyrighted materials. See examples below. When you can, link to the specific page that verifies your assertion. Acceptable authorities include government agencies, scientific studies, established online or print publications, and

articles by credentialed professionals. Do not use Wikipedia articles or other forms of user-generated content as authoritative sources.

**Provide full disclosure.** When you submit a review or commentary, you must disclose any special relationship or material connection to your subject. (If the business you are discussing is owned by your brother-in-law, disclose it. When in doubt, disclose.)

**Represent yourself accurately to others.** Describe yourself to third parties (e.g., interviewees, sources, and fans) as "a contributing writer submitting content for publication with The American Institute of Stress." If sources have questions about The American Institute of Stress, please feel free to contact us for help answering them.

**"CC" us if you are asking for privileged access.** If you will be using your publishing history as an AIS contributor to request any kind of press credential or event access, you must CC [editor@stress.org](mailto:editor@stress.org) on all correspondence with publicists or other credentialing authorities. There is no need to do this if you are only using your own name, but if you are including AIS in your credentialing conversations, we need to be kept in that loop.

**Follow editorial instructions.** Editors' specific instructions can override any of the above. If you receive an assignment or a direct instruction from an editor that seems to conflict with the general Submission Guidelines, the editor's instructions take priority. Email us if you need clarification.

## Don't...

**Don't rehash.** You must provide a fresh and unique angle on every story. Do not reword or rehash information from other sources and call it your own. This rule applies even when you cite your sources; if you are not creating a unique and original piece of content, please do not submit to us. Sources must authenticate and validate your content and not be utilized as a primary source of content.

**Do not "stuff" your content with keywords.** We encourage you to optimize your content for search-engine discovery, but not at the expense of readability. Keyword phrases must be used naturally.

**Do not generalize excessively.** People search the Web for specific information. Content that covers an overly broad topic tends to be pedestrian and unsatisfying. Your topics should usually be highly specific ("Frugal Summer Bohemian Fashion Tips" over "Fashion Tips").

**Do not rant.** We welcome your authentic personal perspective, but we ask you to avoid using an extremely negative tone. Criticism should be thoughtful and measured, should make clear distinctions between opinion and fact, and should cite sources when appropriate. If you just need to vent, your personal blog is a more suitable venue.

**Do not over-link.** We encourage relevant links that make your content more valuable and informative. Avoid excessive hyperlinking that compromises readability. Links to external sites must be relevant to the content and must not lead readers to any content forbidden by these guidelines. If you are not sure how to add in the hyperlink using a keyword or phrase, simply make a note in the text and we will insert it during production.

**Do not over-promote.** We welcome your genuine enthusiasm for the things you love, but if your content reads more like an advertisement or press release than thoughtful firsthand insight, it is not for an AIS

publication. And although our platform is a great way to find an audience for your expertise and build your personal brand, we do not publish content that is primarily intended to sell something, build backlinks, or drive traffic to other websites (including your own). Highly relevant links to personal websites are appropriate if, and only if, they add to the usefulness and authority of your content and do not come across as jarring self-promotion. Affiliate links (links that result in compensation to you or an affiliated party in the form of sales, clicks, memberships, visits, etc.) are prohibited.

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## Formatting Text

Please use these guidelines to format the content you submit to AIS:

- Use double-spacing.
- Use line breaks only at the end of paragraphs. All text should be left-justified.
- Limit use of bold and italicized words to section headers or highlighting of key points. Underlining should only be used for links.
- Avoid excessive capitalization. In general, only proper nouns, the first letter of each sentence, and acronyms should be capitalized. TEXT WRITTEN IN ALL CAPS (like that) is considered shouting on the Internet – use your inside voice.
- Do not include a bio or "about me" in articles. We can always create a link to your AIS profile.
- Do not embed images or videos within the body of articles. Send them as separate JPEG attachments.

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## Citation Examples:

### In the text:

**Example:** In contrast, Grayson (1) identified the main determinant as...

**Example:** One leading expert suggests that language change is inevitable, but is not a bad thing (1).

*You should also include page numbers if you quote directly from the text, paraphrase specific ideas or explanations, or use an image, diagram, table, etc. from a source.*

**Example** "It was emphasized that citations in a text should be consistent" (1, p.24).

When referencing a single page, you should use "p". For a range of pages, use pp. As an example: p.7 or pp.20-29. If you are citing a source that has no page numbers, use (no pagination) in the in-text citation.

### Example:

"It was emphasized that citations in a text should be consistent" (1, no pagination).

If you are citing specific information from a website that does not have page numbers, you do not need to include anything to indicate this in the in-text citation.

## On the reference page:

### One author

Family name, INITIAL(S). Title of article. *Journal Title*. Year, **Volume**(issue number), page numbers.

**Example:** Pajunen, K. Institutions and inflows of foreign direct investment: a fuzzy-set analysis. *Journal of International Business Studies*. 2008, **39**(4), pp.652-669.

### Two authors

Family name, INITIAL(S) and Family name, INITIAL(S). Title of article. *Journal Title*. Year, **Volume**(issue number), page numbers.

**Example:** Gutenberg, B. and Richter, C.F. Magnitude and energy of earthquakes. *Annals of Geophysics*. 2010, **53**(1), pp.7-12.

### More than six authors

Family name, INITIAL(S), Family name, INITIAL(S), Family name, INITIAL(S), Family name, INITIAL(S), Family name, INITIAL(S), Family name, INITIAL(S), et al. Title of article. *Journal Title*. Year, **Volume**(issue number), page numbers.

**Example:** MacNaughton, S.J. et al. Microbial population changes during bioremediation of an experimental oil spill. *Applied and Environmental Microbiology*. 1999, **65**(8), pp.3566-3574.

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## Project Timelines

**January 2014 Magazines:** Contentment, Combat Stress, Chillax (tentative)

Submitted to Editors for first revision- **Dec. 5, 2013**

Production will begin as soon as Editors send the “raw” manuscripts to Kellie. Each magazine takes approximately 1 week to layout, format and to be returned to the Editors for a second revision. The final step in production is a “publish” approval from the Editor-In-Chief.

**April 2014 Magazines:** Contentment, Combat Stress, Chillax

Submitted to Editors for first revision- **March 3, 2014**

Production will begin as soon as Editors send the “raw” manuscripts to Kellie. Each magazine takes approximately 1 week to layout, format and to be returned to the Editors for the second revision. The final step in production is “print” approval from the Editor-In-Chief.

**August 2014 Magazines:** Contentment, Combat Stress, Chillax

Submitted to Editors for first revision- **July 1, 2014**

Production will begin as soon as Editors send the “raw” manuscripts to Kellie. Each magazine takes approximately 1 week to layout, format and to be returned to the Editors for the second revision. The final step in production is “print” approval from the Editor-In-Chief.

**October 2014 Magazines:** Contentment, Combat Stress, Chillax

Submitted to Editors for first revision- **September 1, 2014**

Production will begin as soon as Editors send the “raw” manuscripts to Kellie. Each magazine takes approximately 1 week to layout, format and to be returned to the Editors for a second revision. The final step in production is final “print” approval from the Editor-In-Chief.

**If you encounter problems or delays that may affect your ability to meet the agreed upon deadline, please communicate this to the Editor as soon as possible.**

**For all:** [Editor@stress.org](mailto:Editor@stress.org) (Enter the magazine to which you are submitting in the subject line.)

**Editor-In-Chief**

Daniel L. Kirsch, PhD, DAAPM, FAIS

**AIS Editors:**

**Combat Stress:** COL (RET) Kathy Platoni, PsyD., DAAPM, FAIS

**Contentment:** Heidi Hanna, PhD, FAIS

**Chillax:** Elizabeth Scott, MS, DAIS

For submissions to AIS Blogs/Video/Website contact Kellie Marksberry @ [kmarksberry@stress.org](mailto:kmarksberry@stress.org)

**Creative Director:**

Kellie Marksberry