SUBMISSION GUIDELINES
For *Contentment* and *Combat Stress* Magazines

With 150,000 to 200,000 visitors a month, The American Institute of Stress provides a global audience for your voice and perspectives in our magazines.

We value the unique insights and expertise of our Fellows and Diplomates and welcome your article submissions.

Please read these Submission Guidelines carefully. These guidelines describe the types of articles and content our editors are seeking and will accept for publication (and perhaps even feature). These guidelines apply to all content submitted to AIS (except when an assignment or submission template specifies otherwise). The audience is both healthcare professionals and people interested in understanding or managing their stress better. AIS Editors may decline your submission if it does not follow these guidelines. These guidelines are interpreted at each editors' discretion. You may always contact us at editor@stress.org if you are unclear about any guidelines or communication you receive from us.

All submissions will be reviewed to determine objectivity, balance, scientific rigor, originality, and importance of content and conclusions. Your article will be reviewed for content by our editors and members of our editorial boards and may be reviewed by at least one peer reviewer at the discretion of the editor.

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

- All submissions must be received electronically via e-mail.
- The text file for article submissions should be saved as a **Microsoft Word** file. No other type of text file will be accepted.
- Graphic/Image files must be submitted in highest possible resolution JPEG format.

DO…
1. **Submit original content.** We strongly encourage submission of content that you create especially for AIS magazines. Obviously, all our articles must relate to stress sciences or stress management. We may consider content you have already published elsewhere, preferably with fresh or updated materials, as long as the byline matches your name and you either own the copyright or provide permission to reproduce the article from the copyright holder. In every case, all submissions must be content that you have personally written or created and relevant to the field of stress.
2. **Be yourself: authentic and unique.** It should always be clear that your content comes from YOU, and that no one else in the world 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. When reviewing scientific findings, consider adding illustrative cases as real world examples.

3. **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 all aspects of the content is written to thoroughly inform and/or delight our intended audience.

4. **Word Count and/or Pages.** We have some flexibility in our layout process. A typical two-page magazine spread equals approximately 4 to 5 of your double-spaced pages in a 12-point font. We can accommodate longer, more in-depth articles, up to 10 to 12 pages, double spaced. The word count parameters are 350-500 words for a small article, 501-1,500 words for a medium article and 1,501-3,000 words for feature articles. You may find it helpful to coordinate the length of your submission with an AIS editor prior to making any submissions. We ask that you also submit any coordinating images, charts or video that help to illustrate themes you are making in your article. If you do not have imagery, we will acquire and add it during production.

5. **Proofread. Proofread. Proofread.** We require correct grammar, structure, spelling, and punctuation. We reserve the right to edit articles submitted without your final review as long as we do not change your intentions. Please follow our Formatting Guidelines below:

6. **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 addition, but it belongs in the body of the article. We may suggest an alternative title for your article when appropriate.

7. **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.

8. **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 you or your brother-in-law, disclose it. When in doubt, disclose.)

9. **Represent yourself accurately to others.** Describe yourself to third parties (*e.g.,* interviewees, sources, and fans) as "a Contributing Editor (or writer) submitting an article for publication to The American Institute of Stress." If sources have questions about AIS, please direct them to our website, stress.org, where all our prior magazines and blogs are posted.

10. **"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 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, such as a request for free admission to an event as an AIS Contributing Editor, we need to be kept in that loop.

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

DON'T…
1. **Don't rehash.** You must provide a fresh and unique angle in every article. 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 it to us. Sources should only be used to authenticate and validate your content.
2. **Do not "stuff" your content with keywords.** These days authors tend to want to optimize their content for search-engine discovery, please do not do that at the expense of readability. Keyword phrases must be used naturally.
3. **Do not generalize excessively.** People search for specific information. Content that covers an overly broad topic tends to be pedestrian and unsatisfying. Your topics should usually be highly specific ("Ten Tips to Control Your Stress Today" is always preferable to "Stress Tips").
4. **Do not rant.** We welcome your authentic personal perspective, and we do not shy away from controversy, but we ask you to avoid using an extremely negative tone. Criticism should be thoughtful and measured, you should make clear distinctions between opinion and fact, and you should cite sources when appropriate. If you just need to vent, your personal blog or social media are more suitable venues.
5. **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 outside of 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.
6. **Do not over-promote.** We welcome your genuine enthusiasm for the things you love, or the things you own, but if your content reads more like an advertisement or press release than thoughtful firsthand insight, it is not suitable 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. You may link to your own website in the brief biography and headshot we publish on you following your article.

Formatting Text

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

- Use a 12-point font.
- 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.
- The terms: Veterans, Soldiers, Marines, Sailors, and the like must always be capitalized in all AIS publications out of respect for their service to our country.
- Do not use contractions unless in a direct quote.
- Each author must include a brief biographical statement in a separate Microsoft Word file, along with a headshot or other appropriate photo. We encourage the use of photos showing the author in a context relevant to the article, such as at a campfire during a retreat in an article about retreats.
- Do not embed images or videos within the body of articles. Send them as a separate JPEG attachments or links.

References and citations must be numbered using the following format exactly.

Citation Examples:
In the text:
>**Example in a sentence:** In contrast, Grayson[1] identified the main determinant as...
>**Example at the end of a sentence:** One leading expert suggests that language change is inevitable but is not a bad thing.[1]

Reference Examples:
One author: Family name, first and middle initials. 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): 652-669.

Two authors: Family name, first and middle initials, and Family name, first and middle initials. 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): 7-12.

More than six authors: Use family name, first and middle initials, for the first 6, then et al. Title of article. *Journal Title.* Year**, Volume** (issue number): page numbers.
>**Example:** MacNaughton, S.J., (plus six more) et al. Microbial population changes during bioremediation of an experimental oil spill. *Applied and Environmental Microbiology.* 1999, **65**(8):.3566-3574.

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

Please email us if you need clarification.

Send submissions to BOTH the Managing Editor and the Magazine Editor for the magazine to which you are submitting. Include the magazine title and publication in the subject line.

All AIS Publications
Managing Editor: Kathy Schoop - kschoop@stress.org

Combat Stress
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Contentment
Editor: Paul J. Rosch, MD, FACP - stress124@optonline.net