



Information About Submitting Articles

Customers can author articles or submit information which can be used to create an article:

Your HEALTH is designed to have articles about current health topics published by local health professionals. In this way, the public can read about a problem they have and know where to go and who to see for a solution. The company's Article Submission Guidelines are developed to offer the author/submitter a guide to generate the best material possible, and must be complied with in order to have an article published in YourHEALTH.

Assisting Customers With Article Submissions

In the interest of our mission and getting the best information out to our readers, we can provide valuable assistance to our health professional customers with their articles.

- Health professionals who can produce an article but may not have the time to polish it for printing can submit the article in draft form and YourHEALTH's editorial staff can work on the article for the customer. Once the article is complete it is sent back to the customer for the customer to see. In this way, the customer has the final say and can fax back the article indicating changes.

- Many times the office of a health professional will have an enormous amounts of printed materials from which an article can be devised. Most of this information is so general that it is not copyrightable. A brochure design can be copyrighted but the information it contains generally cannot be. So, in many cases we can extract information from a brochure or other printed material the doctor may have and massage into a good article.

- Doctors who are members of associations usually have information from those colleges, universities, board, etc., which they can use to create an article. Usually, because of their membership status with those organizations, they have a right to use the information.

- It is not surprising that if a customer isn't comfortable writing an article, this may be a major obstacle to their participation in Your Health Magazine. Since we are experts at editing articles, we can make our contributors feel comfortable with the help and assistance we provide.

Article Topic Suggestions

Sometimes beginning the process of producing an article is dependant on determining a good topic. The editorial department can provide customers with whatever assistance is needed to suggest topics and produce the article material in a professional publishable format and provide the customer with the finished copy before printing.

Drug Companies

Your HEALTH provides the opportunity for drug companies to sponsor articles produced by area professionals. The drug company pays a flat fee for a half or full page, and the professional writes the article. In this way, it is a collaborative effort and effective for all parties.