

The purpose of Your Health Magazine is to Empower and Encourage People to Live Healthier by going to the Doctor. Publishing articles by local doctors and health professionals means people can actually visit our contributors.

Article space is provided to our customers/sponsors to educate people about health problems they, or someone they know, may have. Educating people about their health problems is empowering. Educational articles published and distributed by Your Health Magazine Make a Difference. The combination of an educational article and display ad is very powerful, if done right.

The following guidelines are designed to assist those who wish to contribute an article to prepare it in a way that will have the most impact.

Keep in mind:

- Educating someone about a problem they have is very powerful and establishes you as an expert in the problem, and it naturally follows that you would be an expert in the solution. We call this Marketing Through Education and it can be very powerful.
  - Self-promotion is not a very good way for health professionals to impress readers because readers will wonder about a health professional who uses this opportunity to make a sales pitch.
- 1) Format: Articles that do not comply with these standards will be automatically returned to the contributor.
    - Articles must be submitted in an acceptable typed format.
    - By-lines can include a maximum of two credentials.
    - Length for exclusive page and full-page customers is 300-500 words. Maximum headline length is 60 characters including spaces. An exclusive page has space for 500 words, which may include a short biography about the doctor.
    - Length for other customers is 200-400 words. Maximum headline length is 40 characters including spaces. (Applies to 1/8, 1/6, 1/4, 1/2, and mini-1/2)
    - Special price discounts do not include space for articles.
  - 2) Content. The editorial staff at Your Health Magazine has expertise in health topics and does extensive research to determine accuracy of claims. An article, which includes unsubstantiated claims, will be returned to the contributor.
    - Articles produced by licensed healthcare professionals are accepted, or articles written in a third person about health care. Claims made in articles may require the contributor to submit substantiating documentation for each claim. It is advisable to have the documentation prepared and ready, so, if requested, there is no delay and the deadline is not missed. This information is reviewed for correctness by our staff, however, we recognize licensed healthcare providers as authorities in the field and generally do not question the information provided. The health professional accepts all responsibility and liability for claims made.
    - The material must be appropriate for the target audience so the reader will comprehend and benefit from the article.
  - 3) The article may not be overly self-promotional, which is determined solely by Your HEALTH Magazine. For the best impact articles should be educational, not self-promotional. First person pronouns will be edited out.
  - 4) THE ARTICLE SHALL NOT speak adversely toward another person, professional, provider, service delivery system, philosophy or position. Submissions that do will be automatically returned to the contributor.
  - 5) Each article is printed with the permission of the contributor. It is the responsibility of the contributor to assure that all material is appropriate for printing and that proper authorization has been obtained prior to submitting it. Each contributor authorizes use of the article in and by Your HEALTH Magazine, and authorizes Your HEALTH Magazine to publish and distribute it without any expectation of remuneration.
  - 6) The article is totally and completely separate from the advertisement.
  - 7) Your HEALTH Magazine reserves the right to edit any article. Substantive editorial changes made will be reported to the contributor to the best ability of Your HEALTH Magazine. The contributor can decide to have the article printed as edited or not have it printed at all, or submit something else, which must also meet these terms and conditions. Should the contributor not be available, then Your HEALTH Magazine reserves the right to publish the article as submitted, edit the article or not print the article at all.
  - 8) An "Exclusive Page" is a three column by eight-inch advertisement that runs with an article. Be sure your article and ad are both received by the deadline. If no article runs with the advertisement the charge is the same.
  - 9) Articles may not be re-run within a six-month period of time.