



Get published in *The Gem*!



Members have the opportunity to provide editorial content for consideration in *The Gem* – and you and your business will be recognized for supplying the information on topics that will be of interest to *The Gem* readers while positioning you as the ‘expert’!

Editorial Guidelines

If you would like to provide *The Gem* with an article, it should be a **maximum of 400 words**.

- 1 *The Gem* Editorial Staff reserves the right to edit for grammar and punctuation corrections, and for length if it is submitted over 400 words. Any topic not deemed appropriate for *The Gem* may not be accepted.
- 2 Please indicate if you would like the article attributed to a particular author/person, for example: *By: Jill Johnson, Palms Realty*, or if you wanted it listed as “Submitted by:” and your company name, for example: *Submitted by: Palms Realty*.
- 3 All articles should also include a 2-line bio on the author or company submitted, including “for more information” items like website, phone number, address, etc.
- 4 ‘Quick read’ editorial submissions are also encouraged. These would include tips, as well as *Top 5* or *Top 10* lists related to your business or industry that would provide useful information to readers of *The Gem*.

New Member Spotlight

If you are a new member, don’t forget to submit your New Member Spotlight editorial copy. New Member Spotlights should be around 200 words and profile your business and top accomplishments.

Other guidelines include:

- 1 Be sure it is written in “third person” reference – as if someone else is writing about your company. This means no reference to “we”, “our”, “I”, etc.
- 2 Please submit your high-resolution company logo or a photo of yourself or business in .jpg, .pdf or .png format. All photo and logo files should have your name or business included in the file name. For example: *ABC Restaurant.jpg*, *June Smith Desert Design.pdf*, or *The_Office_of_Bob_Jones.png*



Deadline

To have an article considered for a particular issue, it **must be received the 1st of the month prior to that issue** – for example, if you would like your article to run in the December issue of *The Gem*, it should be received by *The Gem* Team by November 1st. If your article can be considered for any issue, please indicate that when you submit it and it will be reviewed for the next available issue within the next 2-3 months. In determining the mix of editorial content that will run each month, *The Gem* Team must consider time-sensitive content, articles that relate to an issue “theme,” sponsor articles and date submitted.



Send All Submissions for Consideration to: TheGem@LQChamber.com

All articles and New Member Spotlights should be submitted in **Word document format**, not typed into the body of an email.

Your attachment should have your name and/or business included in the file name.

For example: *New Member Spotlight ABC Restaurant.docx*, *June Smith Desert Design.doc*, or *The_Office_of_Bob_Jones.docx*