

## SOUTHERN NEIGHBOR EDITORIAL GUIDELINES

### ALL COPY MUST:

- Be submitted in .doc or .txt format. No copy where the text is in the body of an email will be accepted.
- Be saved as “name of your business or organization” and the number of words. For example: mybusiness535.doc. Please do not send anything saved as Southern Neighbor Story or similar.
- Include the name of the author and phone number at the top. Additional requirements for Expert Columns and Small Business Spotlights – see below.
- Must be submitted in Word in Times Roman 10 point. Single spaced with no indents at the start of paragraphs and no spaces between the paragraphs
- Be submitted by the deadline to [content@southernneighbor.com](mailto:content@southernneighbor.com)

### ALL PHOTOS MUST:

- Be 300dpi or higher.
- Be sent as a separate attachment and not embedded in a Word document
- Be saved as .jpgs or .gifs
- Be saved as the story name so we know which photos go with which stories.
- Be submitted by the deadline to [content@southernneighbor.com](mailto:content@southernneighbor.com)

## EDITORIAL OVERVIEW

Southern Neighbor publishes several types of articles. We welcome submissions to Neighbor to Neighbor Columns and Press Releases and accept queries (ideas) for Features.

**FEATURES** – Balanced articles or profiles that have a local tie-in somehow involve a business or organization (either for profit or non-profit). While SN would not do a story about the mating habits of snails we might do a story on how to keep snails out of your garden – especially if it involves a device from a local inventor. Features include two or more outside sources. In general, Southern Neighbor assigns features but if anyone has an idea that they feel would make a good article, queries are welcome at [content@southernneighbor.com](mailto:content@southernneighbor.com).

### Feature Requirements:

**Deadline: 5<sup>th</sup> of the month before publication (ie. April 5<sup>th</sup> for May publication)**

800-1000 words

Photographs required (generally requested from business or organization interviewed, custom can be arranged on discussion with Assignments Editor.)

Submission info: Queries accepted (if you think you have an idea for a feature article submit it to [content@southernneighbor.com](mailto:content@southernneighbor.com))

**BUSINESS PROFILES** – Local business profiles are interviews with a business owner or other person of interest. They answer questions such as: how did you decide to start your business? why did you locate in Chapel Hill? what makes your business stand out? what kind of products do you offer?

### Business Profiles Requirements:

**Deadline: 5<sup>th</sup> of the month before publication (ie. April 5<sup>th</sup> for May publication)**

600 words

Photograph required (generally requested from business or organization interviewed, custom can be arranged on discussion with Assignments Editor.)

Submission info: No queries – staff written

**NEIGHBOR TO NEIGHBOR COLUMNS** – Regular, semi-regular or one-time columns that give advice on some topic. It is expected that the writer either owns or works for a local business and has professional knowledge in the area. Columns should not promote a business directly, but rather explain some aspect of the business in-depth. When planning a Neighbor to Neighbor Column it may be useful to put yourself in the reader’s shoes and ask a question such as: How do I get started organizing my closets? What do I need

to install a home theater system? Will acupuncture help my headaches? What are the best stretches to do after I run? What's the best time of year to buy a car?

While columnists are invited to submit as many columns per year as they like, we can not guarantee placement. Placement is contingent on the number of similar articles received, topic, and quality of writing.

**Neighbor to Neighbor Column Requirements:**

**Deadline: 5<sup>th</sup> of the month before publication (ie. April 5<sup>th</sup> for May publication)**

600-800 words

Headshot of expert preferred

Must include: Experts name, phone and email/web address plus one brief sentence identifying area of expertise: EXAMPLE: Jane Clean is a professional organizer with 15 years of experience. Closets R Us, 555-1212, [info@closets.com](mailto:info@closets.com), [www.closets.com](http://www.closets.com)

Submission info: Send completed column by deadline

**PRESS RELEASES** – Timely or newsworthy information about a local product or business. Usually answers who, what, when, where, why. May announce a special event, new product or service or some change regarding an established business. Look for press release tips and a template at [www.prweb.com/pressreleasetips.php](http://www.prweb.com/pressreleasetips.php)

Southern Neighbor does not guarantee placement of press releases. Releases are published based on news value, interest to readership and space availability.

**Press Release Requirements**

**Deadline: 15<sup>th</sup> of the month before publication (ie. April 15<sup>th</sup> for May publication)**

300-600 words

Photos appreciated

Submission info: Send completed release by deadline

**SMALL BUSINESS SPOTLIGHTS**-Short description of local business or service. Should describe what the business does and what makes it unique. Small Business Spotlights are written by the business and are offered as a benefit to new advertisers who take out at least a 3-month contract. Existing, ongoing advertisers who have never had a spotlight may discuss the opportunity with their sales representative. SN can not guarantee publication in the month a Spotlight is submitted. If we have too many that are complete and received by the deadline we will hold and these will receive priority for the following month.

**Small Business Spotlight requirements:**

**Deadline: 5<sup>th</sup> of the month before publication (ie. April 5<sup>th</sup> for May publication)**

250 words if picture is included, 300 words if not

Photo strongly preferred – Photos are the responsibility of the business and can be of staff, storefront or merchandise

Submission info: Must be approved by sales representative

**POLICIES**

**EDITING**

Southern Neighbor reserves the right to edit all submissions for length and content.

**NON-EXCLUSIVITY**

Because Southern Neighbor has many types of businesses wishing to contribute, we can not guarantee that you will be the only jewelry store, nursery, lawyer, etc. with a story in any given month.

**DISCLAIMER**

Due to space limitations we can not guarantee your article will run the month you submit it. Additionally, Southern Neighbor reserves the right not to run any article that does not meet our standards of quality or that we do not feel is a good fit for the over all mission and vision of the paper.

#### PRESS RELEASES

Press releases can be submitted at any time, however, we can not guarantee they will be run. Press releases receive a better chance if they are submitted by the 15<sup>th</sup> of the month and they are timely for the upcoming issue.

#### QUESTIONS

Please direct all editorial questions and comments to [content@southernneighbor.com](mailto:content@southernneighbor.com). Or feel free to contact the publisher at [info@southernneighbor.com](mailto:info@southernneighbor.com).