

## **AE EDITORIAL GUIDELINES and INFORMATION FOR AUTHORS**

We strongly encourage ophthalmic administrative professionals to share their experience in practice management through writing and submitting articles to *AE* magazine.

**TOPICS.** We always look for new and practical information that solves problems and provides insight into current trends and/or issues in ophthalmic management. Check a recent issue for a list of specific topic areas and to get a feel for the magazine's tone and approach.

**THE AUDIENCE.** Our readers include top decision makers—practice administrators, ophthalmology business managers, and some ophthalmologists—who are responsible for running the practice efficiently and in keeping with good business principles.

**IF YOU HAVE AN IDEA for AN ARTICLE:** Please e-mail [AEeditor@ascrs.org](mailto:AEeditor@ascrs.org), briefly describing the article's focus, key points, and what readers will learn or "take away" from the article. The editor will review your idea and if acceptable, will assign a due date. Once the article is accepted and you have reviewed the edits, you will be asked to submit a JPG high-resolution photo and a copyright release.

### **SUBMISSION CHECKLIST: The article...**

...has a TITLE, is 600 – 1000 words long, and is DOUBLESPPACED using a standard word-processing program.

...includes a one-sentence bio: *Your Name (phone number; email address) is job title at name of company, city, state.*

... discloses any affiliation between you and any commercial entity with a financial interest in the article topic.

... includes any illustrations (photos, tables, charts) as separate files, in electronic format suitable for print reproduction (e.g., TIFF, JPEG, EPS).

...is being sent as an attachment, with a cover email, to [AEeditor@ascrs.org](mailto:AEeditor@ascrs.org) by the specified due date.

### **EDITORIAL POLICIES:**

1. Articles must be original, 600–1,000 words long (except features), not published previously, and not be accepted or scheduled for future publication by another organization.
2. *AE* pays only for feature articles commissioned for the publication and contracted with a professional freelance writer.
3. *AE* does not promote particular products or services. Therefore, authors should not mention company names or proprietary products. The articles are expected to be information-based, unbiased, and free of advertorial content or third-party attributions.
4. Editorial content and advertising are separate entities. Paid content that might be confused with independent editorial material should be labeled as advertiser-sponsored.
5. *AE* encourages paid advertisements but retains control over selection of editorial topics, treatment of issues, and other editorial decisions. Editors have the right, prior to publication, to review all sponsored and other advertiser-supplied content.
6. Advertisers may not review articles prior to publication.
7. When editors accept story leads from an advertiser, rigorous editorial evaluations determine if the information will be used.

8. Editors strive to work collaboratively with authors, for example, submitting edited articles for author review prior to publication. However, editors' decisions regarding article publication are final, including rare cases in which edits must be made at the production stage, when there is no time to consult with an author prior to going to press.

**Sources:** For further information on editorial ethics and practices, please see the *Guide to Preferred Editorial Practices* (American Society of Business Publication Editors, October 2010, <http://www.asbpe.org/>) and The Pew Research Center's Project for Excellence in Journalism (<http://www.journalism.org/node/125/print>).