



Submission Guidelines for LASpirit.com

The following is a list of guidelines that will help make the publishing process of your materials easier.

1. Written materials (feature articles, news briefs, press releases, and calendar items) may be submitted either online in Microsoft Word or PDF format to: editor@LASpirit.com. No non-digital (print or FAX) info submissions please.
2. Press releases and calendar submissions should be between 100 and 200 words in length, and should include the basic information of who, what, where, when and why of the occurrence. Also, please include specific dates, times, location, and contact information for the event, as well as a brief description of any activities, speakers, performances, and/or demonstrations that are planned.
3. News briefs should be between 100 and 300 words in length and include very specific information about the occurrence and individuals/ business/event involved. Please provide the full name and city of the individuals/business/event involved in the article. Also, provide correct spellings of names and titles, as well as contact information to verify sources and updates.
4. Feature articles should be between 300 and 600 words in length.
 - Unless discussed in advance with the editor or publisher, please do not write in the first person.
 - If you are writing a bylined feature article on your specialty, attempt to avoid self-promotion within articles. It is important to remember that you are the specialists and professionals in your area and you are writing to educate the reading audience by describing your specialty and the unique modalities, techniques, and services you provide in your practice.
 - Please provide full names, credentials, and job titles for all sources interviewed in the article, and verify that all spellings are correct.
 - Due to space constraints, articles exceeding 600 words will be considered individually and may need to 1) be edited to fit, or 2) linked to the author's Website for more in-depth version.)
5. Please note that **all** articles will be edited for grammatical errors and editorial style (we follow the Associated Press and American Medical Association style books).

6. In the interest of objectivity, please refrain from using the names of specific vendors (example: Foot Locker) and trademarked products (example: Nike™) — unless it is newsworthy information or is crucial to the specific event.
7. Submit photographs using one of the two following formats:
 - A digital file on a CD mailed to LA spirit Publishing, P.O. Box 341575, Los Angeles, CA 90034; or a digital file as a jpeg attached to an email to editor@laspirit.com.
8. If you have any questions regarding submissions, please do not hesitate to contact us at editor@laspirit.com, or by phone at (310) 850-4837 (please identify yourself and your affiliation, and provide a contact number or information).
9. Remember, submitting your article is only the first step in the process. Please remain diligent and available to participate in the editorial process. Your patience and follow-through is greatly appreciated.
10. LASpirit.com reserves the right to edit articles as appropriate for space or content without prior approval following initial submission. We promise to be respectful and as authentic as possible to the writer's voice in this process. As a community-based forum for sharing ideas and information, all editorial submissions to LASpirit.com are made as donations. Once again, we sincerely appreciate your enthusiasm and interest in LASpirit.com and look forward to an enduring, productive, and rewarding future together.

Namaste, LA.
Rogena Silverman, Managing Editor