



“The Kansas Banker”

The Official Publication of The Kansas Bankers

We are pleased to offer you the opportunity to share your knowledge and expertise by submitting a guest editorial. To help you meet both your goals and ours, we offer the following guidelines:

Guest Editorial Guidelines

1. Your editorial should be based on a specific issue or idea from which the readers may learn from your expert point of view.
2. Your editorial should not be an (“advertorial”) or an advertisement in text form. Please refrain from naming your company in the body of the article. Please avoid using “I” or “we” or “...our company is the best...” or “...our company provides...”
3. Your editorial should be 500-800 words provided in Word format.
4. Any graphics to be included in your editorial should be e-mailed as a separate file. If you do not have any pictures or graphics, Newsletters Ink will add some to compliment your text.
5. Please provide a byline at the end of the editorial. It is in the byline that you may succinctly do some marketing. It can be beneficial to use the name and information for your regional sales representative even if he/she didn't write it.

**Any questions you have regarding the writing of an editorial should be directed to your Project Manager... Kris Montione
E-mail: kris@thenewslinkgroup.com**

**Capture the reader's interest with your editorial and sell them
with your advertisement.**