

INGEAR



A PUBLICATION OF MARYLAND AUTOMOBILE DEALER ASSOCIATION



“InGear” Magazine

Official Publication of Maryland Automobile Dealers Association

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. Your article should be related to the editorial calendar of each specific month.
2. Your editorial should not be an “advertorial” (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...” Mention of a specific product offered by your company will likely be deleted. The article should be original and not something published in another publication. WIB reserves the right to edit articles for style and content as needed.
3. Your editorial should be 500-800 words provided in Word format sent by e-mail attachment. Please don't include headers, footers, or format beyond the basics (bold, bullets, etc.).
4. Any graphics to be included in your editorial should be e-mailed as a separate high-resolution file (.jpg, .eps, or .tif format- not imbedded in the article or generated from a power point presentation) and will be used as permitted by space limitations and subject matter.
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 of your regional sales representative even if he/she didn't write the article. Bylines for articles must be from MADA members only. Here is a good example:

John Doe is the director for the Mid-Atlantic region at CVR. He has more than 20 years of automobile industry experience. He can be reached at jdoe@cvrreg.com or 800.123.2332, ext. 1304
6. Please submit finished articles on or before due date to Mike Kitzmiller at MADA mkitzmiller@mauto.org.

Any questions regarding the writing of your Guest Editorial should be directed to Mike Kitzmiller at Maryland Automobile Dealers Association: Phone:(800) 526-7423 E-mail: mkitzmiller@mauto.org



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