



# Western Association of Chamber Executives

## WACE INSIDER

### Article Guidelines

Thank you for your interest in contributing to the W.A.C.E. blog! To ensure high-quality, engaging, and valuable content for our audience, please review and adhere to the following guidelines when submitting your article.

### General Guidelines

- **Relevance:** Articles should align with W.A.C.E.'s mission and focus on topics relevant to the Chamber industry.
- **Originality:** Content must be original and not published elsewhere. Plagiarism or AI-generated content without human review is not allowed.
- **Audience:** Write for an audience of Chamber industry professionals.
- **Tone & Style:** Maintain a professional yet conversational tone. Articles should be informative, insightful, and engaging while avoiding excessive jargon.
- **Word Count:** Aim for 800–1,500 words. Articles shorter than 800 words may be considered if they provide substantial value.

### Content Do's & Don'ts

#### Do:

- Provide actionable insights, case studies, or examples.
- Use data, research, and expert opinions to support your claims.
- Include diverse perspectives and ensure inclusivity.
- Write in clear, simple language while maintaining depth.

## **Don't:**

- Submit promotional or sales-focused content.
- Use excessive self-promotion (a brief mention in your author bio is acceptable).
- Include offensive, discriminatory, or inappropriate content.

## **Multimedia Requirements**

- **Author Headshot:** Please provide a high-resolution, professional-quality headshot (JPEG or PNG format).
- **Relevant Photos:** If available, include high-quality images related to the article's topic (e.g., event photos, infographics, or workplace snapshots).
- **Image Guidelines:** Ensure all images are royalty-free or have proper attribution. If you do not own the rights, provide appropriate source credits.
- **Infographics & Videos:** Feel free to include relevant visuals, ensuring proper credit is given.

## **Submission & Review Process**

1. **Submission:** Send your article as a Google Doc or Word file to Glenn Morris at [glenn@wacemail.com](mailto:glenn@wacemail.com).
2. **Author Bio & Headshot:** Include a short bio (50-100 words) with your name, title, organization, and a link to your LinkedIn or website (optional), along with a high-resolution headshot.
3. **Relevant Photos:** Attach any additional photos or graphics relevant to the article.
4. **Review:** Articles will be reviewed for quality, relevance, and adherence to guidelines. WACE reserves the right to edit submissions for clarity and grammar.
5. **Approval & Publication:** If approved, you'll receive a publication date and a link once your article is live.

We appreciate your contribution and look forward to sharing valuable insights with our global audience! If you have any questions, feel free to reach out.