

# ALBERTA *Bits*

## Writers' Guidelines

**Editorial Mission:** *Alberta Bits* is the Voice of Equine Alberta and a membership-based magazine of the Alberta Equestrian Federation (AEF). The magazine is part of the membership service, provided free and published quarterly. The magazine has a higher editorial content versus advertising.

The focus is on AEF members and their horses or activities. The AEF covers activities such as sport (all levels), recreation, breeds and industry, youth, health, welfare and safety. However, the majority of AEF members are involved in recreational activities. Demographics are also broad based; thus, the magazine addresses its various sectors and updates AEF activities through feature articles and columns.

The magazine is advocacy-based and provides information about issues identified as important to the members. Topics such as equine welfare and safety, trails, costs of horse ownership, new educational opportunities, and travelling with horses have and will continue to be featured. A broad mix of topics is included in each issue, and articles offer options so that members can make informed choices.

A good level of research is expected, with quotes from experts when appropriate and references either within the article or presented as sidebar material. The magazine appreciates a unique voice, but writers must follow rules of good writing and grammar.

**Submission Guidelines:** Writers should make a query first and provide a short pitch. New writers to *Alberta Bits* should provide copies of published articles (or materials that have been written but not published) for review. AEF members are given preference for article submissions.

**Article details:** Article lengths will be 500 to 1200 words depending on the topic. Spelling should adhere to the Canadian Oxford English Dictionary, with grammar, punctuation and quotations as per the Canadian Press Stylebook. The tone of articles should be conversational, yet professional; please address the reader as "you" when appropriate and maintain the voice of an informed, trusted authority.

All articles must be presented in a well-organized, logical sequence for the reader. Titles and subtitles should be descriptive and engaging, and longer articles should use subheadings to break the text into manageable chunks of information. Sidebars may be used for text that is complimentary to the main information of the article.

Please e-mail articles as Word documents to the Managing Editor. Text should be in Times New Roman font, 12-point type and double spaced, with default margins, default paragraph indent, no returns between paragraphs and rag right justification. Include paragraph returns before and after headings. Use footers to indicate page number (of total), name of writer and date.

Naming convention for articles: Issue year. last name and initial.first two words of title.doc. For example: Winter 11.SmithM.Feeding the.doc.

**Illustrative material details:** Illustrative material, such as photography would be appreciated and credit is given for this material. If the writer cannot provide photography, the coordinator will do so. Photography must be supplied as high-resolution images either as high-resolution jpps or pdf files.

Naming convention for illustrative material: Issue year. Last name and initial.number of the image. For example: Winter11.SmithM.01.jpg. If more images are submitted, continue the numeric sequence as follows—Winter11.SmithM.02.jpg to Winter11.SmithM.09.jpg.

**Article Deadlines:** All approved material must be sent on or before specific deadlines.

Writing deadlines.

(approximate dates, please contact Managing Editor)

Spring Issue: January 15

Summer Issue: April 15

Fall Issue: August 1

Winter Issue: October 15

Currently, *Alberta Bits* gratefully accepts articles, but at this time funds are not available for submissions. However, the magazine provides an opportunity to help further a career through publication in a four-colour glossy magazine.

Please submit story ideas to:

Monika Smith

Managing Editor, *Alberta Bits*

albertabits@albertaequestrian.com

403-242-6162

All material is copyright. Ideas and opinions expressed in articles do not necessarily reflect the ideas or opinions of the AEF. *Alberta Bits* reserves the right to accept, and/or edit material submitted for publication. The AEF makes every effort to ensure the accuracy of the information contained therein, but assumes no liability in cases of error or changing conditions. Any business relations or other activities undertaken as a result of the information contained in *Alberta Bits*, or arising there from, is the responsibility of the parties involved and not of the AEF. We welcome signed letters to the editor, but reserve the right to publish, edit for grammar, taste and length. For reprint information, contact [execdir@albertaequestrian.com](mailto:execdir@albertaequestrian.com).

Don't hesitate to contact me. We welcome freelance submissions and queries! Check past issues on the Alberta Equestrian Federation website at [www.albertaequestrian.com](http://www.albertaequestrian.com).

Thank you for your interest.

Sincerely

A handwritten signature in black ink, appearing to read 'M. Smith', with a stylized flourish at the end.

Monika Smith