

## Editorial Calendar & Article Contribution Guidelines

*Pest Perspectives* strives to be the leading source of information for pest management professionals throughout Florida. We welcome editorial submissions from both members and non-members under the following general guidelines.

### Manuscripts

- Feature articles must contain original content, be submitted exclusively to this publication and be written in first-person, narrative style.
- Articles should focus on big-picture ideas with take-home pieces that make them useful to readers and must be educational with no sales information. Refrain from using phrases like “we do it...” or other promotional terminology. Any promotion of products, services or sales pitches will be deleted.
- You must not be derogatory to any of your competition by name or in reference.
- Feature articles should be approximately 1,200-1,800 words; columns should be 900-1200 words.
- Articles should be submitted as a formatted email attachment (in Microsoft Word or a comparable program). Include text styling (bold, italics) where appropriate. At the top of the story, please include your byline, as you would like it to appear, and a suggested headline and subhead (headlines and subheads may be revised at editor’s discretion).
- Articles will only be included in the magazine if **all** materials (text, photos, supplementary information, etc.) are received by the listed deadline date.
- In submitting editorial content to this publication you verify that you have thoroughly fact checked the content and vouch for its accuracy, and have secured permission to use any copyrighted materials included (quotes, images, etc.). Plagiarized materials will not be accepted, and submission of plagiarized works will disqualify the submitter from future publication in FPMA’s resources.

**Please note:** Compliance with these guidelines does not guarantee that your article will appear in the publication. Advance confirmation will be supplied if the article is to be used.

### Artwork/Photos

- All photos and illustrations must be submitted digitally in EPS, TIFF or high-resolution JPG format. Photos should be at least 300 dpi at the actual size they will be printed. Full-page photos are roughly 9 inches wide; column photos are at least 3.75 inches wide.
- Please include captions or descriptions for each photo, including names and titles.
- Submit headshot photo of author(s) with a short (2-5 sentence) bio including title and email address.

### Process

- Manuscripts and supporting materials received will be edited for clarity, AP Style and space considerations. If you require a chance to review the revised article text, you *must* provide a written request to the editor at the time of submission; otherwise submissions will run as modified by editor. If additional text or supporting images are needed, you will be notified.

### Upon Publication

- Author(s) are eligible to receive a complimentary printed copy of the issue; please provide mailing address to which the publication should be sent.
- Reprints in bulk are available. For details, please visit:  
<http://www.naylor.com/index.php/client-support/article-reprints/>

## Deadlines for Article Submissions in 2013

Issue	Features	Deadline	Ship Date
January/February	<ul style="list-style-type: none"> <li>• Rodenticide Labeling</li> <li>• Fumigation</li> <li>• Avoiding Contract Liability</li> </ul>	Dec. 19, 2012	Jan. 16, 2013
March/April	<ul style="list-style-type: none"> <li>• Lawn Care, Turfgrass &amp; Water Quality</li> <li>• Tree Termite</li> <li>• Expo Highlights</li> </ul>	Feb. 4, 2013	Mar. 6, 2013
May/June	<ul style="list-style-type: none"> <li>• Flying Insects</li> <li>• 2013 Summer Conference Preview</li> <li>• UF Research Update</li> </ul>	Mar. 27, 2013	May 6, 2013
July/August	<ul style="list-style-type: none"> <li>• Bed Bugs</li> <li>• Fleet Management</li> <li>• Franchising</li> </ul>	May 17, 2013	Jul. 3, 2013
September/October	<ul style="list-style-type: none"> <li>• Termites &amp; Termiticide Use/Regulations</li> <li>• Invasive vs. Non-Invasive Termite Detection Techniques</li> <li>• Coaching Customers</li> </ul>	Jul. 15, 2013	Sep. 5, 2013
November/December	<ul style="list-style-type: none"> <li>• Household Pests</li> <li>• IPM &amp; Green Pest Management</li> <li>• PMU Update</li> </ul>	Sep. 11, 2013	Nov. 1, 2013

### Departments:

#### Operational Excellence

- Key topics important to successful business management

#### Capitol Concerns

- State/federal regulatory & legislative issues impacting PMPs

#### Marketing

- Sales and marketing best practices

#### Spotlight On

- Interview with a PMP member

#### Advertiser Index

- Alphabetical list of advertisers and Web addresses

### Commentary:

From the Editor's Desk

Executive Vice President's Message

Presidential Perspective

Visit [www.pestperspectives.com](http://www.pestperspectives.com) for access to the digital magazine archive.

Please direct materials, suggestions and questions to:

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