

2021 *Marketer* Publication & Editorial Guidelines

About *Marketer*, the Journal of SMPS

First published in 1981, *Marketer* is the only industry publication created specifically to educate, enlighten, and inform marketing professionals in the architecture, engineering, and construction (A/E/C) industries. This bimonthly journal—the premier publication of the Society for Marketing Professional Services, regularly cited as the top benefit of membership—provides original, knowledge-based content on a wide range of subject of interest to members.

The Mission

The mission of *Marketer* is to provide intelligent commentary to help A/E/C marketing professionals perform their roles with excellence and integrity. The articles address issues within the domains of practice established by the Certified Professional Services Marketer (CPSM) certification program and administered by SMPS. Innovative marketing, management, and leadership strategies; case studies; and lesson learned are covered for marketing and business development professionals. Articles are written by industry experts who face the challenge of marketing professional services every day.

The Audience

Marketer is published as an exclusive benefit of membership for the 7,000+ marketing and business development professionals who are members of SMPS. These professionals not only have expertise in marketing but also often are leaders in professions such as architecture, engineering, planning, interior design, construction, and related consulting services. The audience reach is A/E/C professionals in the United States, Canada, and the United Kingdom.

Editorial Policy

Marketer welcomes quality article submissions from industry professionals. Submissions are subject to content review and editorial revision by the editor and/or the publisher, and by the contributing editors who provide content as well as input and direction for the publication. Articles must be original, unpublished work and may not be released prior to the publication of the issue.

Article Contributions

Article queries may be submitted by industry professionals for review by the editorial team. Queries should offer a brief description of the intended content and author credentials. All articles are edited and reviewed for content and style. Authors do not necessarily need to be members of SMPS.

(continued)

Article Length

The length of a submission will be established between the editor and the contributor. General guidelines are:

- Features: 1000–1,500 words (larger features negotiated)
- Domain Articles: 500–800 words (Marketing Research, Marketing Planning, Client & Business Development, Proposals, Promotional Activity, Management)
- Sidebars: 100–300 words
- Columns: 500 words

Deadlines and Editorial Calendar/Themes

Marketer is digitally published six times per year, in February, April, June, August, October, and December, with limited print runs in February, June, August, and December. April and October are anticipated to have full print runs. Submission deadlines for articles are below; please send article pitches to marketer@smps.org in advance of these deadlines. There's no guarantee that an article will be published, even if a query has been accepted by the editorial team, if it's submitted after the due date or if content direction for the issue changes.

February 2021	Diversity and Inclusion (articles 11/15/20)
April 2021	BB21 conference preview (articles 1/15/21)
June 2021	The Art of Influence (articles 3/15/21)
August 2021	Innovation and Ideas (articles 5/15/21)
October 2021	SMPS awards issue (articles 7/15/21)
December 2021	Globalization Impact (articles 9/15/21)

Graphics and Photographs

If desired, *Marketer* authors may provide high-quality graphics and photographs for use with article submissions. Graphic materials are extremely important and critical visual elements for drawing readers into an article. A variety and quantity of graphics can be offered with any article query. SMPS make the final decision on graphic usage.

Graphics must be submitted in EPS, TIFF, or JPEG file format. All graphics files must be accompanied by the fonts and/or graphic elements used in the creation of the graphic. Photos should be shot and provided at a resolution of 300 dpi or greater and should measure at least 3 inches in width for a head shot, 6 inches for photos supporting article content. Cover images shall be selected by SMPS. Large photos may be submitted on CD or by online file sharing websites.

(continued)

By submitting images to *Marketer*, the contributor grants *Marketer* a non-exclusive license to use all submitted photographs and other content, subject to resizing or reformatting to fit the magazine's format, for publication on the SMPS website or social media channels. Also, by submitting images to *Marketer*, the contributor warrants that they are the copyright owner of the submitted images or accepts the responsibility of providing any necessary credit information.

Biography/Byline

Most authors of features or essays used in *Marketer* receive an author byline. The author's name and professional designation are included in the byline. A brief biography appears at the end of the article. The author information should be no more than three sentences and should describe the credentials of the author, the title and firm with city and state, and give the reader contact information. A 300-dpi headshot of the author also is required.

Editorial Advice

Marketer readers are technically knowledgeable, intelligent, and experienced marketing professionals. Be mindful of your audience. Keep your writing conversational and free of blatant advertorial text. Provide documentation of resources that would help the reader continue to learn about the topic you are covering. Offer additional resources or bibliography references as appropriate.

CEUs

SMPS CPSMs may earn one CEU for every 500 words published per article or book. They may earn one CEU for every two hours of research and preparation time used to write the article or book. A maximum of 15 CEUs may be earned for writing within a three-year period of time.

Honoraria

Marketer does not offer monetary compensation to contributors for their work.

(continued)

Style

- All text should be left aligned, without justification or hyphenation.
- Do not embed graphics.
- Submit high-resolution graphics as separate files in EPS, TIFF, or JPEG format.
- Spell-check prior to submission.
- Provide a header at the top of the document that includes the assumed publication month, the number of words submitted, and a list of accompanying graphics.
- Submit text in Microsoft Word.

Grammar – Refer to p. 5 “At a Glance” for a more complete listing

- Use % not percent
- Use email with no hyphen
- Numbers 1–9 are spelled out; 10 and higher use the number
- Use serial commas
- Try to call out acronyms the first time they’re mentioned, then we use the acronym, unless it something very common like MBA and credentials
- Refer to full name with middle initial and credentials in first mention, then last name throughout the article
- Use slashes between A/E/C
- Italicize book and magazine titles
- If there is something not listed in this document, please refer to the *AP Stylebook* as a reference.

Copyrights

Submissions made to *Marketer* are solely owned by both the contributor and the publisher.

Complaints and Corrections

Concerns about the accuracy of your printed article should be reported immediately to the editor, who will investigate the matter. If a legitimate correction is in order, it will be printed prominently in the next issue.

Submissions and Contacts

Editor: Christine Chirichella
Manager, Professional Development and Partnerships
703.684.2264 | marketer@smps.org

Publisher: Marci Thompson
Chief Growth Officer
marci@smps.org

SMPS AT-A-GLANCE EDITORIAL GUIDELINES

Acronyms, Abbreviations, and Credentials	
<ul style="list-style-type: none"> Call out an acronym the first time it's used, unless they are very recognizable terms, such as SMPS, A/E/C, MBA. 	<ul style="list-style-type: none"> When using a state along with a city name, abbreviate the state using the USPS abbreviation. If the state is used alone, spell it out.
<ul style="list-style-type: none"> For the professional engineer credential, use periods between P.E. For MBA, AP Style does not use periods. 	
Capitalization, Case	
Internet	
<ul style="list-style-type: none"> The word "internet" is all lowercase (unless, of course, it starts a sentence or comes after a bullet) 	<ul style="list-style-type: none"> The words "web" "website" and "webinar" are all lowercase (unless, of course, it starts a sentence or comes after a bullet)
<ul style="list-style-type: none"> When using our URL (for example, either smps.org or buildbusiness.org), always use it as lowercase within a sentence. Only exception is when it is part of a sentence that's all capped when used as a graphical element. In that case, the URL will be all caps (SMPS.ORG or BUILDBUSINESS.ORG) but in general let's try to avoid using all caps. 	
Headlines, Headings, and Titles	
<ul style="list-style-type: none"> For headlines, follow AP Style's composition title rule, which states: capitalize the principal words, including prepositions and conjunctions of four or more letters. 	<ul style="list-style-type: none"> When using The Pinnacle Experience, the T in "The" is always capitalized, even when used in the middle of a sentence. <ul style="list-style-type: none"> ✓ [Articles like 'the' are usually not capped, unless they come at the beginning of a sentence or are part of a title, such as The Pinnacle Experience]
<ul style="list-style-type: none"> Within a title of an article or education offering, if you have a preposition that's four or more letters, it should be initial capped (for example: through, with, from). Examples: <ul style="list-style-type: none"> ✓ Business Transformed Through Marketing Leadership ✓ From Russia With Love ✓ Tips From a Proposal Expert 	<ul style="list-style-type: none"> Only capitalize a person's title if it comes directly before the name. Examples: SMPS President Chris Rickman or Chris Rickman, our president.

<ul style="list-style-type: none"> The use of the word “board”: The terms “board” and “board of directors” are always lowercase, even if it’s part of the name. Examples: <ul style="list-style-type: none"> ✓ SMPS board of directors ✓ SMPS board ✓ the board ✓ the chapter board 	<ul style="list-style-type: none"> SMPS Foundation (foundation is capitalized with SMPS but used as a lowercase ‘f’ without SMPS in front of it)
<ul style="list-style-type: none"> When using the name MARKENDIUM, always use it in all caps—even when it’s part of the text of an article or in an email. 	<ul style="list-style-type: none"> When using Build Business, whether in subject line or elsewhere, it will always be initial capped even when not referring to the actual conference name. (This is just for when we’re doing conference-themed marketing piece. For example, if we add text on the about us page that said “SMPS helps you build business.” it would be lowercase.)
Italics and Quotations	
<ul style="list-style-type: none"> Italicize book, magazine, and publication titles. Examples: <i>Marketer, Marketer QuickLook, 30-Minute Meals For Dummies.</i> 	<ul style="list-style-type: none"> Use quotations for an article title if it’s within the body of text but not it’s a headline or subhead. Example: Her “Skateboarding 101” article was featured in <i>Skateboarding</i> magazine.
Numbers	
<ul style="list-style-type: none"> Numbers one through nine are spelled out; 10 and higher use the number. 	<ul style="list-style-type: none"> Use “more than” with numbers and “over” when referring to space. Examples: I put a cover over the sofa. He was driving more than 50 miles over the speed limit. <i>Note: AP Stylebook has updated this rule and allows the use of “over” when referring to space.</i>
Plurals and Possessives	
<ul style="list-style-type: none"> Whenever possible, avoid using SMPS in possessive form. For example, instead of saying SMPS’ annual conference, say our annual conference or the SMPS annual conference. 	<ul style="list-style-type: none"> Singular common nouns ending in s: add ’s unless the next word begins with an s: the witness’s answer, the witness’ story
<ul style="list-style-type: none"> Singular proper names ending in s: use only an apostrophe: Achilles’ heel, Dickens’ novels, Kansas’ schools 	<ul style="list-style-type: none"> Plural nouns not ending in s: add ‘s: alumni’s contribution
<ul style="list-style-type: none"> Plural nouns ending in s: use only an apostrophe: the churches’ benches 	<ul style="list-style-type: none"> Add an “s” but don’t use an apostrophe when making a number or acronym plural. Examples: The ‘80s were awesome. She knows her ABCs.
Punctuation	

<ul style="list-style-type: none"> Use a comma after credentials. Example: Julie Huval, CPSM, lives in Dallas, TX. 	<ul style="list-style-type: none"> Use serial commas [a serial comma uses a comma after the word and. Example: I like olives, cheese, and chocolate.]
Style	
Bullets	
<ul style="list-style-type: none"> Capitalize the first letter after a bullet. No periods on the end of a list of bullets unless it's more than one sentence. [Exception: when some of the bullets in the list have more than one sentence, we will use a period on the end of fragments or one sentence to make the bulleted list consistent.] 	
Electronic Communications	
<ul style="list-style-type: none"> When referring to an e-publication, please use EPUB and if it's plural, use EPUBs 	<ul style="list-style-type: none"> For subject lines, we will always use numerals instead of spelling out numbers and we will only make the first word initial capped unless there are other words in the SL that are proper names such as a webinar title.
General	
<ul style="list-style-type: none"> Use only one space between sentences. 	
SMPS Specific	
<ul style="list-style-type: none"> A/E/C: We are now using "industries" when referring to A/E/C industries. In the past, it was singular. Example: They work in the A/E/C industries. 	<ul style="list-style-type: none"> Awards Gala: Our new gala name: Evening of Excellence When using it in text, please initial cap the first and third word but leave "of" lowercase. There might be an occasion when using Evening of Excellence might feel a bit awkward in a particular sentence. In those cases, it's okay to use the word "the Evening of Excellence" or "an Evening of Excellence" within your text. Acceptable examples: <ul style="list-style-type: none"> ✓ Jane Smith accepted her award at Build Business, during the Evening of Excellence. ✓ Jane Smith will receive an Evening of Excellence ticket with her conference registration.

<ul style="list-style-type: none"> • Chapter: The use of the word “chapter:” As a proper name of a chapter, it should always be “SMPS + name of chapter.” Example: Correct: SMPS San Antonio Incorrect: The San Antonio chapter of SMPS Please refer to the membership section of our website for a correct list of the chapter names. 	<ul style="list-style-type: none"> • MARKENDIUM should always be used in all caps and “the” can be used in front of it if you’d like. Since MARKENDIUM and the SMPS Body of Knowledge are one in the same, we can use MARKENDIUM by itself when referring to the book series or educational resources that become available at launch. We can also use one of the following phrases when first referencing it, especially since it’s new: Examples: <ul style="list-style-type: none"> ✓ MARKENDIUM, also known as the SMPS Body of Knowledge (BOK) ✓ MARKENDIUM, the SMPS Body of Knowledge (BOK)
<ul style="list-style-type: none"> • When referring to SMPS, please use either Society or SMPS headquarters and not SMPS National. [lowercase h for headquarters] 	
<ul style="list-style-type: none"> • Usage of task force or committee: When it’s part of a specific name such as Build Business Conference Committee or SMPS Regional Task Force, please use initial caps. Use lowercase if using in a more generic term, such as “task force” or “committee” 	
Symbols	
<ul style="list-style-type: none"> • Use the % symbol instead of spelling out percent (AP rule change as of April 2019) 	<ul style="list-style-type: none"> • Also use slashes between A/E/C in all text [unless it’s part of a graphic element in which case A E C is okay].
<ul style="list-style-type: none"> • Use an em dash between words (—) and an en dash (–) between numbers. To create an em dash, press CTRL+ALT+MINUS (on the numeric keypad). To create an en dash, add a space, two hyphens and another space. 	<ul style="list-style-type: none"> • Use a hyphen when using a compound adjective, but don’t use a hyphen if used as a verb. Examples: He’s working on a high-profile case. I need to make up the exam. There are exceptions to this rule: online is one word. • Use the word “email” with no hyphen.
Time	
<ul style="list-style-type: none"> • Use “a.m.” and “p.m.” with a space after the number, rather than “PM” or “am”. Also, use a colon only if using minutes. Example: should be 9 a.m. not 9:00 a.m. unless it’s 9:45 a.m. 	

If there’s something not on this list, please refer to AP Stylebook.