

BULLETIN ARTICLE POLICIES AND GUIDELINES

Elevate your brand by establishing yourself as a property management industry thought leader! By providing content for **BULLETIN**, you'll not only generate brand awareness, but you advance our industry by helping educate property management professionals and advance our industry.

Audience

PMA's official magazine, **BULLETIN**, is published monthly and issued electronically to more than 11,000 industry professionals. **BULLETIN** is available for download on www.pma-dc.org, and emailed directly to property management company CEOs, COOs, Vice Presidents, Operations Directors, Division Directors, Procurement Directors and more.

Topics and Tone

BULLETIN articles typically tell our readers how to do something or provide updates on industry news and trends. Many of our readers are generalists with little specialized knowledge of law, zoning, finances, engineering, etc. Therefore, it is important articles are not overly technical and are written in a light, conversational tone. Do not forget the journalism basics, i.e., who, what, where, when why and how. **BULLETIN** includes several regular features (750 – 1,200 words in length), including:

Operations Corner: This monthly column provides tips, tools and news related to effective building maintenance and engineering. Often discusses seasonal topics such as snow removal, pool season, landscaping and more.

The Attorney Is In: This column provides updates on matters related to real estate law, such as fair housing, leases, construction and business transactions.

Marketing Corner: This column features tips, tools and news related to effective marketing and leasing. Additionally, it often covers the latest marketing technology, the psychology of sales and industry trends.

HR Corner: This column discusses hiring and staff retention best practices and provides updates on human resource laws, benefit trends and tips for a productive workplace.

Associate's Digest: This column provides updates and insights on events, activities and education for product & service providers supporting our industry.

Format

All articles are to be written in paragraph form. They will be printed with a headline, byline and author bio box including headshot photo. They can also include bulleted lists within the text, information boxes and pull quotes.

Keep it Interesting (and Original): Include anecdotes and memorable quotes (with permission). Real-world examples can help illustrate the point you are trying to make. Be as specific as you can.

Editorial Policy

The editor reserves the right to edit all submissions for clarity and length, and according to **BULLETIN**'s editorial guidelines and publications policies. Submissions are subject to approval, and articles are run as space is available. Articles published in **BULLETIN** are aimed at informing and educating readers about issues and trends affecting the property management industry. They may not promote a particular company, product or service. The author is considered an *expert*. The author must be able to verify that the information is accurate, and that the work is original. Authors are expected to give proper attribution to quotes, reports or ideas that are not their own.

Submitting Your Article

Articles must be submitted electronically to kandis@pma-dc.org with a subject line to include **BULLETIN Author Submission** as a Word document. Don't forget to include:

Headshot: Authors must provide a 1-inch x 1.5-inch high-resolution (300 dpi) file.

Author Bio: Be sure to include a two- to three-sentence personal/professional biography with your article.

Article submissions are not guaranteed to be selected for BULLETIN.