

# RMAI Publications and Blog Editorial Guidelines for Contributors

### Content

Articles and blog posts should be original, educational in nature, written for the receivables management industry and provide useful information that will assist executives in improving their compliance and operations. Although the nature of many topics may require the use of terminology commonly used in the industry, use jargon sparingly and explain acronyms. The *RMAI Insights* magazine and *RMAI Digital Dispatch* are only available to RMAI members. The RMAI blog is publicly available for all to read.

The types of original content we are looking for include:

- **Application Stories** - descriptions of how best practices have been applied and the results of those applications in terms of costs and services delivered.
- **Tutorial Pieces** - definitions, analysis, advisories, etc., relating to business and IT and their application. These pieces are written by industry or public sector professionals and will be used by our readers to analyze or improve existing conditions.
- **Industry Trends and Developments** - articles aimed at helping readers plan for the future.
- **Profiles** - articles that focus on individuals who are instrumental in the development and success of the receivables management industry, and that contain an authentic angle depicting the person's struggles and successes.
- **News** - descriptions of new products, services and/or events.

### Writing Style/Format

Write so readers can grasp information quickly. Use active verbs, straightforward declarative sentences, short paragraphs, and brief subheads if needed. Explain industry jargon and acronyms.

### Topical

Ideal content covers ongoing issues affecting the receivables management industry and business practices, legal issues, as well as new developments, activities and best practices that have yielded exceptional results, savings of time and money, improved service to the public, and have the potential to solve significant problems encountered by businesses in the debt buying industry. Ideal content is based upon actual experience or present knowledge, not recommendations, opinions, or information received from an unsubstantiated third party. We encourage relevant and current data from several sources and quotes from industry insiders and advocates, attorneys who practice in the debt buying space, and government representatives.

### Editorial vs. Advertorial

RMAI does not feature products, services or businesses in published articles and blogs, unless it is pertinent to the approved story idea (for example, a case study). Refrain from endorsing products, services, or businesses either implicitly or explicitly in articles and posts submitted for publication.

## **Copyright and Releases**

Articles and blog posts are copyrighted by RMAI. Contributors release copyright to RMAI for articles and blog posts accepted for publication electronically and in print. Articles and blog posts are considered for publication with the understanding that they are the original work of the contributor and are not concurrently being submitted elsewhere for publication.

## **Contributor Expectations**

RMAI requests that contributors honor their commitment to submit content by the deadline and promptly respond to requests for revisions, clarifications, questions, photo, biography, etc.

## **Submission Guidelines**

By submitting content, you agree to these Contributor Guidelines. RMAI does not promise content will be published. RMAI reserves the right to edit copy and request contributors edit articles and blog posts as a condition for publication.

### **Articles**

- Feature article length: up to 2,000 words.
- Standard article length: Not more than 1,700 words.
- Submit articles electronically in Microsoft Word, double spaced with minimal formatting (no hard returns or paragraph indentions) to allow for easy layout in the magazine.
- Submit a title page with article title, word count and author name, title, company name, email address, and phone number.
- Submit a 50-75-word author biography
- Submit a high-resolution digital photo (headshot) for publication.

### **Blog Posts**

- Blog post length: around 750 words.
- Submit blog posts electronically in Microsoft Word, single spaced, with minimal formatting (no hard returns or paragraph indentions) to allow for quick placement on the blog.
- Embed hyperlinks in the Word document and provide the link URLs.
- Hyperlink or cite references so readers can easily find the reference materials.
- Submit contributor name, title, company name, email address, and phone number.
- Submit a 50–75-word author biography.
- Submit a high-resolution digital photo (headshot) for display.

## **Antitrust Guidelines**

RMAI articles and blog posts are intended to discuss general trends or conditions within the industry or the economy, as well as debt collection related issues. The purpose or effect of these discussions is NOT to elicit or encourage uniform action or policy with respect to future transactions by RMAI members.

Any content for publication must be limited to current, factual information relevant to the receivables industry, including but not limited to the buying and selling of debt. Articles and blog posts must not be written in any manner that could be interpreted as encouraging RMAI members to participate in or give consideration to any activity which would restrict or interfere with the exercise of free and independent judgment by RMAI members in the management or operation of their respective businesses.

Articles and blog posts must not be written in any manner that could be interpreted as encouraging RMAI members to engage in uniform price setting or act in concert or agree in any respect to a specific action directed towards a particular company or a group of companies.

### **Sponsored E-Blast / Sponsored Blog Post / Sponsored White Paper**

RMAI considers advertorial content for sponsored e-blasts, blog posts, and white papers. For more information, refer to the [RMAI Advertising Kit](#).

#### **Sponsored White Paper** (\$4,750 RMAI members / \$5,225)

Promote your white paper (an in-depth, authoritative report) to RMAI's most engaged membership contacts. RMAI will distribute a link to your white paper through a sponsored eblast, as well as post a link to your white paper on the RMAI website, and promote your white paper on social media. You pick the date with advance notice, subject to availability, and provide the white paper content, landing page and URL, and capture leads.

#### **Sponsored E-Blast** (\$1,500) – Available to RMAI Members Only

Reach RMAI members directly in their email inboxes with a sponsored e-blast. We'll email your message to 1,200 highly engaged, decision-making contacts. RMAI will email your message as text along with 1-2 images. We will email on a date of your choosing, with advance notice, subject to availability.

#### **Sponsored Blog Post** (\$475) – Available to RMAI Members Only

Submit an advertorial article for the RMAI blog and promote your services to our members via RMAI's website. We will publish your blog post on RMAI's website on a date of your choosing, with advance notice, subject to availability.