

DEKALB CHAMBER OF COMMERCE

130 West Lincoln Highway, Ste. 200, DeKalb, IL



Guest Columnist Guidelines

Being a member of the DeKalb Chamber provides members with many opportunities to gain valuable information and connections. In an effort to provide an avenue to more easily access the vast array of the knowledge and expertise that our members possess, we are now offering a new section to our weekly newsletter, the *Chamber E-Connection*. A Guest Columnist article will be added to allow our members to share their wealth of knowledge about topics that could benefit our membership. Columns should consist of tips, answers to important questions and any knowledge that would be helpful to fellow members. By participating, members have the chance to better inform, educate and aid in the development of other members. The content of the Guest Columnist article must be submitted and sent within the following guidelines:

- The Column should be a maximum of 650 words. A teaser of 200 words will be placed on the main portion of the E-newsletter with a link that will connect the reader to the entire document.
- Each Column should contain a title, member author's name and member organization.
- All columns should consist of tips, key questions, and any knowledge that could be beneficial to fellow members.
- Examples: Tax changes, technology information, business educational tips, what to look for in coming trends, etc.
- Content of the column cannot include any sales pitches, company promotions or offering of services.
- Avoid the use of brand names to avoid persuasion for or against any particular company.
- Any images to be included with the column must be 1MB or smaller and in a JPG format to be considered for use.
- Links can be included within the column to reference where additional information can be found.
- Give credit and cite any outside resources used in the column.
- Columns will be reviewed and selected as deemed appropriate for the greatest benefit for the Chamber Membership.

Column Submission

- Columns should be sent in a Word Document (or similar format) via email to anna.coates@dekalb.org.
- The Chamber is not responsible for errors in information.
- The Chamber reserves the right to not use any submitted columns.
- Questions regarding the "Guest Columnist" should be forwarded to:
anna.coates@dekalb.org or contact the DeKalb Chamber office.