

NEWSLETTER ARTICLE SUBMISSION DEADLINE DATES

The 1st of each month please (no later than the end of the first week of the month please).

ARTICLE SUBMISSION GUIDELINES

Articles, Book Reviews, Workshop Reports, Conference Recaps, etc.

Submission Specifications:

- **ARTICLE SUBMISSION - PLEASE, Follow Specifications Below**
- Articles, etc. submissions accepted by **E-MAIL ONLY**. Copy and paste your content into the **BODY** of the email. Submit articles to miamidadechapter@hotmail.com
- Pictures corresponding to articles should be e-mailed. Please contact **Michael J. Alicea** at miamidadechapter@hotmail.com.

ARTICLES

We will accept different types of articles related to topics of interest to **FAMFT Miami-Dade Chapter members**. The categories are:

1. **Human Interest Story** - This could be on virtually any topic that you think the membership would be interested in, that is broadly related to marriage and family counseling and psychotherapy. For example, you may want to write about a significant incident in your life, or the life of a friend, family member or client, that has affected you on a personal level and/or in your therapeutic practice. (Maximum words: 800).
2. **Conference or Training Report** - Therapists generally cannot afford, or find time to attend all of the conferences and trainings they would like to, but all of us at one time or another attend an event that we find stimulating and rewarding. So why not share what you have learned with your chapter colleagues? Tell us where and when the conference/training took place, who spoke, and anything we might benefit from knowing about. What are the exciting new trends in marriage and family counseling and psychotherapy? (Maximum words: 800)
3. **Book Review** - Again, most of us don't have time to read the seemingly countless volumes regularly published on counseling and psychotherapy. If you have read a really good book, we'd like you to share it with us! Tell us something about the author, summarize the main points of the book, and explain why it is significant/worth reading. (Maximum words: 800).
4. **Featured Research Article** - We are looking for serious, scholarly, research-based articles on the theory and/or practice of counseling and psychotherapy. Because of strict limitations on length, previous articles to the newsletter have sometimes suffered, giving an overly-general and much curtailed account of an otherwise important topic. The maximum word limit should be increased to 2,000. Your article should have the following general structure:
 - **Introduction:** The issue/topic, why it is important
 - **Literature Review:** Provide information to the reader about what the research that has previously been conducted on the topic, and what others have had to say about it. You don't need to do an exhaustive review of the literature, but please include the relevant studies and articles. If you like, you may use APA style for citations and references.

(Be sure to also provide a brief critical analysis by including your own views on the topic and what the experts have said about it. Which experts, in your view, best understand this topic? Why?)

- **Implications for Practice:** How is this research relevant to clinical practice? Tell us how *you* have applied this information to your own practice, and how the rest of us might use it with

our own client populations. (You are encouraged to include brief case examples; be sure to use pseudonyms and disguise client identities).

- AND A SHORT BIO followed by your contact information, including address, phone, e-mail and website, if any.

NEWSLETTER ADVERTISING SPECIFICATIONS AND SUBMISSION GUIDELINE

- Classified Advertising
- Therapy Groups List
- Display Advertising

Submission and Specification Guidelines

Advertising will eventually become a regular feature in the Miami-Dade Chapter Newsletter. The newsletter is published in a FULL COLOR format, 12 times per year.

The newsletter is distributed to the approximately 265 members of Miami-Dade (with plans to expand into Monroe County and eventually throughout the State of Florida) and by request to non-members. It is also distributed to non-members as part of membership material package that is to be developed as well as a media in press kit in the future. The Newsletter can be an excellent source for marketing and promotional purposes.

When submitting an advertisement for publication, please keep in mind the following:

- The newsletter is full color - colorful ads attract more attention than black and white.
- Logos, photographs and other images tend to transpose quite well.
- Less is more - do not "clutter" your ad.

"CLASSIFIED, EVENTS & OPPORTUNITIES" ADVERTISING SUBMISSION GUIDELINES AND PRICE

PLEASE NOTE: A Bulletin Board Page/Tab will be created on our web site and will be FREE to Members to list Office Space for Rent, to list For Sale Items, and for FREE ADMISSION Event Listings. A Nonmembers fee of \$1.00 a word will be charged. Email nonmembers listings to miamidadechapter@hotmail.com

The Newsletter is published every months. Ad deadlines: The 1st of each month please (no later than the end of the first week of the month please).

1. Submit your ad via e-mail to miamidadechapter@hotmail.com in the body of the e-mail prior to deadline or your ad will not appear. It is important to title your e-mail "Newsletter Ad" in the subject line.
2. Include a contact name in your ad (before the phone number) for both personal and agency ads.
3. Use minimal italics, indentations, centering and bold.
4. Include an area code only when listing a number outside 415.
5. Count each word as 1 word: phone # with area code = 1 word, Web or e-mail addresses are usually 2-4 words, etc.
6. **PRINT A HARDCOPY OF THE AD/EMAIL** and mail it, with your payment written to:

**FAMFT/Miami-Dade Chapter
P.O. Box 144448
Coral Gables, Florida, 33114**

7. When mailing in your payment, indicate whether you are a member or a non-member on the hard copy.

8. Miami-Dade members will receive one free 15-word ad per calendar year. Non-Members: \$2.00 per word.
9. If you are using the 15-word, "free ad" (1 per year) as all or a portion of the payment for your ad, please indicate when mailing in the ad fee.
10. When submitting your ad, designate its heading/category -- either EVENTS or OPPORTUNITIES
11. To request a copy of the newsletter, please contact **Michael J. Alicea** at miamidadechapter@hotmail.com.

DISPLAY ADVERTISING SUBMISSION GUIDELINES AND PRICE

Display Ad Rates

(fees subject to change)

	Members	Non Members
Half Page: 10" tall x 3 5/8" OR 4 7/8" tall x 7.5"	\$200	\$400
Quarter Page: 4 7/8" tall x 3 5/8"	\$100	\$200

GUIDELINES

- All ads will be included on a space available basis and must have final approval of designer prior to acceptance.
- Camera-ready ads should follow the Specifications listed below and be e-mailed to: miamidadechapter@hotmail.com.
- A notification of approval will be e-mailed for display ads.
Hard copy of display ad and payment should be mailed to: (prior to newsletter deadline or ad will not appear)

FAMFT/Miami-Dade Chapter
P.O. Box 144448
Coral Gables, Florida, 33114

- CEU Provider Number (if applicable) and course leaders' license information must be printed in the ad.

SUBMISSION SPECIFICATIONS

Acceptable File Formats*

- We prefer artwork supplied in a high resolution PDF or TIFF format of at least 300 dpi, with fonts embedded.

Color

- Use RICH BLACK: C=50 / M=40 / Y=50 / K=100
- All files must use a CMYK color space.
- No spot colors should be used, these must be converted to process colors.

Images

- Images should be no less than 300 dpi and at least 4x6 inches.
- Images must be CMYK.
- Do not use duotones made using spot colors.

Electronic Submission

- E-mail Files up to 1MB to Amiamidadechapter@hotmail.com.
- For files larger than 1MB please call 415-459-3484 x 2#.

Mail Submission

We can accept digital files on CD or DVD. Please label the materials with:

- List of Contents
- Contact Person
- Ad Name
- File Name

Notice to All Readers: The **FAMFT/Miami-Dade Chapter** Newsletter is committed to presenting accurate information that falls within CAMFT ethical, advertising and other guidelines. However, the Newsletter is not responsible for any misrepresentation of qualifications or credentials submitted for publication. Accurate representation is the sole responsibility of those submitting materials for advertising or as articles. Articles and reports appearing in the **FAMFT/Miami-Dade Chapter** Newsletter reflect the views of the author and do not necessarily represent the views of the chapter.