

SUBMISSION & STYLE GUIDE

Make it fun

Business magazine writing doesn't need to be dull and dry. It can be fun and entertaining, as well as informative. Although our magazine is called *Just Business*, the real stories are about the people who run business.

We want stories about the ways in which business contributes to our economy; stories about businesses that are making a difference in our community; stories about creative ways of doing business; but most important, we want to hear about entrepreneurial men and women who follow their dreams, exceptional employees, and employers who make their workplaces better and healthier.

The details

Articles are feature stories, news or reviews that are over 300 words in length, up to a maximum of 800 to 1,000 words. Payment is by the edited word and depends upon the writer's experience, whether or not the article was assigned or submitted for consideration or previously published. Columns and news shorts are under 300 words and are paid 30 cents/word. All submissions must be business oriented, completely accurate and include contacts for confirmation of

details. Include references/sources where necessary, and ensure you receive permission to use the names of any and all people in your stories.

Formatting

Use **Arial** or **Times** fonts and the style you see here: No indent on paragraphs, but double space after each paragraph. If using subheads, set them in bold with no extra space before the text.

- If using point form, please use the bullet character and not a dingbat
- Notes to production should be set within [square brackets and underlined]

File formatting

Submissions should be saved in Rich Text Format (.rtf) or MS Word Document (.doc). If submitting photos, they must be provided in high quality jpg format with no compression. Only electronic submissions will be accepted. Email your story to editor@justbusinessmagazine.com and include your name in the subject line, for example, Smith - submission for JB.

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Style

- Use Canadian spelling.
- Use Canadian Press (CP) style with numbers: spell out whole numbers below 10 and use numerals for 10 and up. Exceptions: in ages standing alone after a name (Melanie, 2, has two brothers, eight and nine.); in monetary units preceded by a symbol (\$5, *not* \$5.00); in temperatures (5 C *but* five degrees); in times (2 am, 2 o'clock). Always spell out numbers at the start of a sentence, and try to avoid using a year to start: The year 2006 was a bad-weather year *not* 2006 was a bad-weather year.
- Omit the apostrophe when referring to decades: 1990s *but* '60s, mid-'50s.
- Spell out percent (10 percent) in text, but use the % symbol in tables/graphs.
- Use italics for names of books, magazines, newspapers (including city name: *Vancouver Province*), movies, CD titles and names of ships (SS *Beaver*).
- Omit the serial comma: There were cats, rats and elephants.
- Use people's last names once they have been identified:
Paul Smith is a businessman. Smith's company is a household name.
- Use the em dash with a space before and after:
To make a radio station work —even to start one— experience was needed.
- Punctuation goes inside quotation marks: "Yes," he said. Single quotation marks are only used inside a passage already in quotation marks: "So I told him, 'You'd better call a professional!'"
- Use single spaces between sentences, not double.
- Do not use superscript for anything other than references: 25th anniversary; as quoted in the book by Smith¹ —include references at the end of your story.
- Type BC and time of day (am, pm) without periods.