

chiropractic economics

The mission of Chiropractic Economics is to help chiropractors succeed in building and operating their practices. We provide the most substantive, practical, step-by-step business-management and practice-building information available for doctors of chiropractic. We are the most trusted magazine serving the profession. In 2011, we will publish 18 issues of the print magazine, a Summer Buyers Guide and our annual Buyers Guide.

2012 Magazine Editorial Guidelines

We welcome editorial contributions from practitioners as well as professionals who have expertise in topic areas addressed in the magazine. If you would like to share your expertise with our readers, review these editorial guidelines:

- **Story ideas and finished manuscripts.** We consider article ideas as well as finished manuscripts. If your idea is accepted, our editors will work with you to develop the finished article. If you choose to submit a completed manuscript, please note that submission does not guarantee publication nor does acceptance of a manuscript guarantee that it will be published in a specific issue.
- **Exclusive use of material.** Articles submitted for review and publication may not be submitted to other publications during our review process. Authors agree not to publish the same or substantially similar material with another magazine for three months (90 days) following publication in *Chiropractic Economics*.
- **Topics.** We strive to provide our readers balanced information on all aspects of building a practice. To be considered for a particular issue, articles must be submitted by the due date published in our editorial planning calendar. We welcome articles that deal with the following topics: Technique; Practice Management (such as managing a staff, managing accounts, billing, collections); Marketing (marketing, branding, advertising, patient recruitment); Patient Relations (customer service, patient retention, patient education, etc.); Personal Development (leadership, communication skills, motivation, ethics, etc.); Technology (diagnostic and rehab equipment, office technology, computers and software); Finance and Taxes (building and managing personal wealth, managing taxes, etc.); Legal (minimizing liabilities, legal Q&A, malpractice issues, etc.), and Wellness (nutrition, self-care, acupuncture, homeopathy).
- **Selection criteria.** The editors look for articles that have a “take-away” value to readers — something they can implement to make their practices more successful. Selection criteria include a how-to focus; timeliness of information; appropriateness; accuracy; originality; quality of writing; and value to the reader from an economic, marketing, and practice-management point of view.
- **Nonproprietary.** Articles cannot mention nor promote specific products, services, or companies. All manuscripts must be unbiased and free from commercial or product-centered references.
- **Length and style of articles.** Articles should be between 800 and 1,200 words, including sidebars or breakout boxes; however, longer articles will be considered. We encourage articles to incorporate bulleted learning points and sidebars. Authors may also submit supplemental material related to the article — such as sidebars, quizzes, checklists, source lists, forms, or additional information — to be published on the magazine’s website.
- **Editing.** All material will be edited to conform to the magazine’s style and format.
- **Contributor’s agreement.** All writers must sign a contributor’s agreement prior to the publication of any article. Among other things, the agreement gives *Chiropractic Economics* the right to edit, revise, augment, retitle, and adapt all articles as the publisher may deem appropriate. It also gives us the right to check all articles for accuracy and originality. Under the agreement, we have the exclusive right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media.
- **Method of submission.** We prefer manuscripts to be emailed to the editor, dsosnoski@chiroeco.com, but will accept them by postal mail (5150 Palm Valley Road, Suite 103, Ponte Vedra Beach, FL 32082-4630), on a CDROM, or faxed (904-285-9944) to his attention.
- **Photograph and contact information.** Please submit a head-and-shoulders photograph of yourself (color preferred) with your submission, as well as two or three sentences about yourself to include any experience or credentials directly related to the article topic, your company and title, and any contact information you would like published, such as your Web site, e-mail address, and phone number.
- **Editorial contacts.** The editor of *Chiropractic Economics* is Daniel Sosnoski. He can be contacted at 904-567-1539 or by e-mail at dsosnoski@chiroeco.com.



2012 Online Editorial Guidelines

- **Editorial contributions.** We welcome editorial contributions to our Web site from practitioners and professionals who have expertise — technical, business, and clinical — in our Resource Centers:
 - o Chiropractic Tables
 - o Dietary Products
 - o Electronic Clearinghouse
 - o Electronic Health Records
 - o Electronic Medical Record
 - o Homeopathy
 - o Instrument Adjusting
 - o Laser Therapy
 - o Low Level Lasers
 - o Nutritional Supplements
 - o Nutritional Products
 - o Pain Relief
 - o Practice Management Software
 - o Rehabilitation
- **Story ideas and finished manuscripts.** We consider article ideas as well as finished manuscripts. If your idea is accepted, our editors will work with you to develop the finished article. If you choose to submit a completed manuscript, please note that submission does *not* guarantee publication nor does acceptance of a manuscript guarantee that it will be published.
- **Exclusive use of material.** Articles submitted for review and publication may *not* be submitted to other publications or websites during our review process. Authors agree not publish the same or substantially similar material with a competitive magazine or its website for three months (90 days) following publication on ChiroEco.com.
- **Selection criteria.** The editors look for articles that have a “take-away” value to the reader — something readers can implement to make their practices more successful. Selection criteria include a how-to focus; timeliness of information; appropriateness; accuracy; originality; quality of writing; and value to the reader from an economic, marketing, and practice-management point of view. Articles of a clinical or technical nature should also have take-away value: information that enhances the practitioner’s ability to treat patients.
- **Nonproprietary.** Articles *cannot* mention nor promote specific products, services, or companies. *All manuscripts must be unbiased and free from commercial or product-centered references.*
- **Length and style of articles.** The ideal length of articles for ChiroEco.com should be a “fast-read” — between 800 and 1,000 words, including any sidebars or breakout boxes. Longer articles, however, will be considered.
- **Contact information.** Please include two or three sentences about yourself at the end of the submitted article. Include any experience or credentials directly related to the topic of your article, your place of employment and title, and any contact information that you would like us to publish - such as the URL for your Web site, your e-mail address, phone number, etc.
- **Editing.** All material will be edited to conform to our publication style and format. We use Associated Press style.
- **Contributor’s agreement.** *All writers must sign a contributor’s agreement prior to the publication of any article.* Among other things, the agreement gives *Chiropractic Economics* the right to edit, revise, augment, re-title, and adapt all articles as the publisher may deem appropriate.

Under the agreement, we have the *exclusive* right and license under all copyrights throughout the world to first publish the articles and to republish and authorize the republication of articles, in whole or in part, in any and all media.
- **Method of submission.** Email manuscripts to Online Editor Ryan Daley, rdaley@chiroeco.com, 904-567-1538.
- **Photograph.** Please submit a head-and-shoulders photograph of yourself (color preferred). We prefer digital images, saved in JPEG, PNG, or TIFF formats, at 300 dpi or better.
- **Editorial contacts.** Online editor: Ryan Daley, 904-567-1552, rdaley@chiroeco.com; Editor: Daniel Sosnoski, 904-567-1539, dsosnoski@chiroeco.com.