

# EB5 Investors Magazine

## Submission Guide

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### Objective

The purpose of this guide is to equip prospective authors to submit a successful article, and to understand why certain editorial suggestions may be made. These guidelines help the editorial team ensure consistent writing quality throughout the magazine and value for our readers.

### Editorial Process

Before writing, authors must first submit their topic for editorial approval. The topics are then submitted for a blind review by *EB5 Investors Magazine*'s editorial board. The magazine's editorial board and in-house staff will choose to pursue or omit certain article topics based on factors such as reader interest, relevancy, timing, and issue-specific theme. The magazine's editorial board and in-house staff may also suggest topic modifications to meet the magazine's issue-specific focus and quality. Following topic review, a member of the editorial team will notify each author whose topic has been approved, including any suggested modifications.

If the topic is approved, a member of the editorial team will provide word count guidance and authors may submit their article at any time prior to the given deadline. Articles must be received by the assigned deadline to be considered for publication. Articles must also be original, meaning that none of the content has been previously published—this includes publication on the author's own website.

After submission, each article undergoes a careful, blind review by our editorial board. Our system of peer-to-peer review thoroughly evaluates articles based on content, relevance, and the editorial focus of upcoming issues. The editorial board may make suggestions to improve content or style. A member of the editorial team will work with the author to make and approve these changes. The author is kindly asked to submit the final article within the requested timeframe. Publication is never guaranteed until final editorial review is complete.

If the article is accepted for publication, the editorial team will notify the author. The author(s) will be asked to approve a short bio, and to submit a high resolution (300 dpi) photo.

We begin accepting topics two to three months before each issue is published:

- The Fall issue will be published November 2015
- The Winter issue is published at the January Conference
- The Summer issue is published at the August Conference

Prospective authors should send topics and articles in Microsoft Word format to Mary Trease at [mary@eb5investors.com](mailto:mary@eb5investors.com).

## Article Length

Article length will be discussed and agreed upon with the editorial team. Articles generally range from 1,000 – 2,500 words.

## A successful article

A successful article engages the reader through thoughtful analysis, clear structure, and simple language. An article must do more than just describe events, issues or opinions, but rather needs to provide meaningful insight, commentary or analysis to enhance reader understanding of the topic or contribute to the conversation around a particular issue. Remember that our readers are already knowledgeable, if not experts, on EB-5, so they are looking for articles that can enhance their practice or introduce new ideas. **No legalese and avoid industry jargon when possible.**

Structurally speaking, authors should follow one simple rule:

*Introduce the main argument of their article within the first two paragraphs, and establish why the discussion of this argument is important.*

Furthermore, they should establish how they intend to prove their argument—this does not have to be in the form of: “First I will discuss X, then I will discuss Y, etc.,” but does need to be evident.

Paragraph headings are typically useful, not only for organizational purposes but also to break up text on the page, but are not absolutely necessary. Headings should only be used in a way that contributes to the organization of the piece and makes sense for flow and readability. Conclusions should sum up the argument and preferably end on a thoughtful insight or takeaway from the article.

We advise against using extensive direct quotations unless absolutely necessary. Authors should not include block quotes from regulations, policy memos, etc. Only include the information that is essential to support the argument—if readers want to see the entire text, they can consult the original source.

### **A note on marketing/self-promotion:**

Authors are welcome and encouraged to rely on their experience and expertise when writing articles, but need to be confident that their article provides insight beyond describing what services their company offers.

## AP Style

We rely on AP style in all of our written materials, unless otherwise noted in specific circumstances.

## Citations

All outside sources must be properly cited in any published material (endnotes in the magazine). Direct quotations must be cited, along with paraphrased information from a source other than the author. When in doubt, cite.

## Common usage errors

### Capitalization

Attorneys are used to capitalizing terminology in legal documents in a way that is not appropriate for magazine articles adhering to AP style. Pay particular attention to:

- Titles
- Degrees
- Names of departments
- Capitalization of visa names, EB-5 program terminology (EB-5 program should NOT be capitalized, only the official name of the program should be)
- Targeted employment area (TEA)
- Regional center vs. EB-5 Regional Center

### Numbers and figures

- Spell out numbers 1-9, use numerals for 10 and above (except in the case of money, percentages, and some other cases)
- Spell out percent (75 percent, NOT 75%)

### Abbreviations

- Look up month/date abbreviations (month spelled out when used alone, abbreviated when used with a date)
- State names should be spelled out, whether used alone or with a city
- Write out United States when used as a noun, abbreviate when used as an adjective (He came to the United States vs. He is a U.S. citizen)