



The Official Publication of the Colorado Bankers Association

From time to time, the CBA offers opportunities for advertisers and associate members alike to share your knowledge and expertise by submitting guest editorial. To help you meet both your goals and ours, we offer the following guidelines:

Guest Editorial Guidelines

1. Your editorial should be based on a specific issue or idea from which the readers may learn from your expert point of view.
2. Your editorial should not be an (“advertorial”) or an advertisement in text form. Please refrain from naming your company in the body of the article. Please avoid using “I” or “we” or “...our company is the best...” or “...our company provides...”
3. Your editorial should be 500-800 words provided in “Word” format.
4. Any graphics to be included in your editorial should be e-mailed as a separate file. If you do not have any pictures or graphics, The newsLINK Group will add some to compliment your text.
5. The CBA reserves the right of final determination to publish any guest editorials submitted.
6. Please provide a byline at the end of the editorial. It is in the byline that you may succinctly do some marketing. It can be beneficial to use the name and information for your regional sales representative even if he/she didn't write it. Here is a good example:

For more information, contact John Doe at CVR: 800-123-2332 x1304 or jdoh@crrreg.com. CVR has developed and administers secure systems to transmit electronic transactions to and from State Departments of Motor Vehicles. John has been with CVR since 1995 and is currently Director of the Mid-Atlantic Region.

Any questions you have regarding the writing of an editorial should be directed to either the CBA or the publisher.

**Capture the reader's interest with your editorial
and sell them with your advertisement.**