

GUIDELINES FOR CONTRIBUTORS

GENERAL POLICIES

ADVANCE for Imaging & Radiation Oncology, seeks original articles by diagnostic imaging and radiation oncology administrators, radiologists and other physicians, specialty technologists, professional writers and members of related health care professions, such as consultants and service personnel. Submissions may be reviewed by a consulting panel. Suggested article topics should be submitted via e-mail to the editor. If accepted, manuscripts become the permanent property of *ADVANCE* and cannot be reproduced elsewhere without written permission of the publisher. Articles must not be previously published.

PREPARING THE MANUSCRIPT

SUBMISSION FORMAT: Contributors should send articles via e-mail as a Microsoft Word attachment. Headlines are written by the editorial staff with your suggested title as a guide. We also suggest using subheads throughout the article to improve readability and retention.

LENGTH: Print articles are generally 800-1,200 words. Web articles are 700-1,000 words. This is flexible depending on the topic.

STYLE: Articles should combine academic, journal-oriented information with a consumer magazine writing style. Articles should be in active voice, and we encourage creativity where appropriate to draw readers in to the article. Please structure articles to offer how-to information and provide practical applications. The article will be edited for conciseness, clarity and general style. Style is also based on the most current edition of *The Associated Press Stylebook and Libel Manual* (New York: Addison-Wesley Publishing Company, Inc.). Generic names should be used for all references to equipment.

CONTENT: To help maintain objectivity, articles must not include proprietary vendor information, product names or company names, unless they follow an all-or-nothing approach. Articles should follow the mission statement of *ADVANCE for Imaging & Radiation Oncology*: to provide medical imaging and radiation oncology administrators, physicians and staff with comprehensive up-to-date news and information on management strategies, clinical/technological updates and industry trends.

REFERENCES: All statements based on published findings or data should be referenced appropriately. References should be listed in numerical order in the text and at the end of the article. Reference style is based on the American Psychological Association's (APA) editorial guide. If references exceed 15 entries, they will be posted on the *ADVANCE* website.

FOR A JOURNAL REFERENCE: Gerrish CW, Donnelly JM, Onik GM. Automated percutaneous discectomy: The role of the physical therapist. *J Orthop & Sports Phys Ther.* 1992;15(1):2-3.

FOR A BOOK REFERENCE: Rowell LB. *Human Circulation: Regulation During Physical Stress.* New York: Oxford University Press; 1986.

BIOGRAPHICAL INFORMATION: Authors should include degrees, credentials, professional titles and their current position, along with an address, daytime phone number and e-mail. Authors must also disclose any official relationships they have with vendors.

ART: If possible, contributors should submit up to four images, photographs and charts to complement an article. Photos should be in color at 300 dpi. All illustrations should include a brief caption that describes the art and lists the supplier's/creator's name for credit purposes.

MAIL SUBMISSIONS TO:

Judi Biederman, Editor

ADVANCE for Imaging & Radiation Oncology

2900 Horizon Drive
King of Prussia, PA 19406

800-355-5627, ext. 1365

FAX: 610-278-1425

EMAIL: jbiederman@advanceweb.com

