



Drug & Alcohol Testing Industry Association

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***DATIA Focus* Editorial Calendar and Article Submission Guidelines**

Included in Each Issue:

DATIA Focus accepts only original, unpublished articles as submissions. Each issue of *DATIA Focus* will feature up to five headline articles, as well as numerous departmental articles. We have described each below.

Headlines. Headline articles are the feature articles for each issue. The articles should be 1,500 – 2,500 words in length and sufficiently deal with the topic discussed. Topics for the headline articles typically will also fit into departmental topics, however, headline articles are much more in-depth and comprehensive.

Departments. Departmental articles, unless otherwise noted, should be approximately 500-1250 words in length.

- **Best Practices**

Articles on recommendations for best practices fall into this category. Articles should discuss the best practice, the reason behind implementing the best practice, and steps to take to implement the best practice.

- **Business Sense**

The goal is to provide drug and alcohol testing providers with information on the business side of their companies.

- **Focus on Alcohol Testing**

This department will discuss employer and industry issues with workplace alcohol testing, how to implement the most effective testing programs to determine abuse and impairment, effects of off-site alcohol abuse on the workplace, etc.

- **Technology**

This department focuses on new technology used by the industry. Preference is given to articles on new technology that has been released since the prior issue, or technology in which new developments have been made since the prior issue. Given the promotion that these products/service will receive, inclusion in this department is only available to qualifying advertisers, DATIA sponsors, etc.

Submission Process

While complete article submissions are appreciated, DATIA prefers that all interested authors first contact DATIA with an outline of the prospective article. By doing so, DATIA can ensure that the article is accepted, and is placed in the most appropriate issue, department, etc. When submitting an outline, please include the proposed department for the article, the topical focus of the article, the main points

to be covered, and the anticipated length of the article. Article outlines should be submitted to Laura Shelton at lselton@datia.org or via the DATIA website at datia.org (click button for article submission on the left side Latest News Menu).

Upon receipt of your outline or article, you will be contacted within 14 days to discuss its appropriateness. You will be provided with information as to whether your outline is accepted as is or if any adjustments need to be made. Once an outline is approved, your complete article will be requested and a deadline for receipt will be provided. Any articles not received by the deadline will not in the assigned addition, and will be reviewed again for future issues. In addition, all selected authors are required to complete and submit a signed Copyright Agreement.

DATIA Focus reserves the right to edit all submissions, however, we will work closely with authors and strive to produce a final article that satisfies both the author and the editorial team.

General Author Guidelines

Please adhere to the following guidelines for the best chance of your article being accepted for submission.

- *Submit innovative and value-driven information.* DATIA Focus readers are not new to the industry. They are looking for solutions to complex issues, not the basics. Provide them with information they can learn from.
- *Reach the full industry.* The drug and alcohol testing industry includes many professionals. The further the reach of your article the better.
- *Be comprehensive.* Give readers enough information to understand the issue or topic, form their own opinions, and take advantage of your recommendations. Don't leave readers questioning what you meant.
- *Focus the topic.* You should be able to make a case for your article in a few sentences, and have one to three clearly definable goals for the article. More than that and you may lose the audience or leave them confused as to the article's purpose.
- *Provide documentation.* Where applicable provide charts, graphs, and visuals showing the points of your article. Many times text may be too much to absorb, but graphics really bring home your point.
- *Be able to back up your points.* Provide quality sources fro your facts, provide as many sources as possible, and create valid credibility for your article. While antidotal information is great, numbers really hit home.
- *Involve credible sources.* Where applicable, get other industry experts to back your thoughts and/or conclusions. The more people who agree with you, the better.
- *Avoid commercialism.* *DATIA Focus* is a primarily educational publication and does not endorse or promote any product or service on behalf of the association. Articles discussing products or services must be objective. Items solely submitted to promote a new product or service, commercial in nature, must be included in the Technology section. Otherwise, articles should discuss types or products or services not by manufacturer or provider name.
- *Write clearly.* For example, be sure to define any acronyms or terms used that are not universally known, engage the reader in the article through the use of simple language as the readers of *DATIA Focus* are not scientists, use the active voice, provide information on sources used for the article.

Author Compensation

DATIA Focus does not offer compensation to authors due to the promotion that authors receive in the magazine. In the rare case that DATI commissions professional freelance authors, fees will be negotiated in advance.

Article Submission Formats

Articles should be submitted electronically in MS Word format or in another word processing format that can be converted to Word. When submitting your article, please also include a short biography (2-5 lines). Your biography should include your title, organization name, organization location, and information supporting your experience in the article's topic. If your article includes a sidebar, this information should be sent along with the article itself.

Any graphics to be included with articles should be submitted in JPG or EPS format in at least 300 DPI.

Contacting *DATIA Focus*

All potential article inquiries, article outlines, and full article submissions should be sent to Laura Shelton at lshelton@datia.org. Laura Shelton can also be contacted by calling DATIA at 800-355-1257 and selecting extension 40.



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DATIA Focus Author Copyright Agreement

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The author agrees to indemnify and hold harmless the Association and its officers, directors, members, employees, and agents, from and against any and all claims, actions, losses, demands, costs, attorneys’ fees, and all other expenses relating or incidental to, or arising directly or indirectly from, the inaccuracy or breach of any of the aforementioned warranties and representations.

Printed name

Signature

Date