

CAI Digital Magazine

Guidelines for Submitted Articles

- Articles should be between 400-500 words.
- Pictures or illustrations are encouraged. Pictures must be very good quality to be used in the magazine. Digital pictures are accepted, but their usage will depend on the quality. Please use the highest quality setting on your camera. Minimum submission specs require 600px.
- Articles must be "process focused," not specific product or company focused. Readers are interested in learning how a job is done, along with advice and cautions of things to be avoided. When products must be mentioned, brand-names are to be avoided, but a description of the product is permitted ('good-quality penetrating sealer,' for example).
- Articles must address an issue of universal interest to our readers. Any money-saving or problem-solving process that condominium or homeowner associations commonly face is of value.
- Articles should not be time sensitive, unless agreed upon beforehand. CAI does not guarantee a specific month of publication for submitted articles but will use them solely at the discretion of the editors.
- Articles should be in digital format (MS Word preferred) and sent via email to ced@cai-goldcoast.org

Note: All submissions should be educational in nature. What can be learned from your experience that will enable managers and board members to manage their communities more effectively?

Article Template

1. Topic
2. Problem to Address
 - a. Define problem
 - i. Geographical range if applicable
 - ii. Prevalence, commonality

- b. Cause - Explain how/why problem exists/occurs
 - c. Explain what will happen if left unresolved
3. Proposed or Alternate Solutions
 - a. Historical approaches
 - b. Newest or most effective fix (why is it better?)
4. Case Study – Community successfully using solution
 - a. This is the heart of the article. Describe in detail a community association problem and solution that your company has provided (how it started, conditions when you were first called, how the job went, how it was completed, what was gained by the fix).
5. Follow-up – Quotes from the manager or board member of the community.
6. Summation of problem and fix.
7. Company name, including city and person credited with writing the article.

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Note: It is solely the responsibility of the individual to submit these features for publication. Our staff may be required to edit for content and grammar, CAI reserves the right to approve all submissions. This offer is subject to space limitations.

Sincerely,
Marcy Kravit
Editor