



AUTHOR GUIDELINES

ABOUT AFP

The Association for Financial Professionals (AFP) in Bethesda, Maryland, serves more than 14,000 individual members in corporate treasury and financial management. AFP provides professional certification, continuing education, public policy research, development of industry standards, financial tools and publications, training and career development, and representation to legislators and regulators.

AUDIENCE

AFP members are drawn from a wide range of industries, comprising corporate practitioners (two thirds) and banks and other financial services providers (one third). The typical corporate practitioner member has 16 years of experience in the profession and works for a company with more than \$1 billion in annual revenues. These members hold positions such as CFO, vice president of finance, treasurer, assistant treasurer, director, financial analyst, or cash manager. The senior-level of the profession represents the fastest-growing segment of AFP's audience.

ABOUT AFP PUBLICATIONS

AFP Exchange magazine and related AFP newsletters serve as sources of news, information and education for finance and treasury professionals. AFP seeks to provide informative, thought-provoking and lively content through its various media outlets.

Currently we are seeking content aimed at a mid- to senior-level financial audience. Most accepted articles are written by professional journalists and editors, many featuring high-level AFP members in profiles and case studies.

AFP media should not be considered public relations outlets. Vendors who wish to promote products or services should contact sales@afponline.org to learn about opportunities for sponsored content.

Editorial calendars are planned far in advance and are subject to change. Editors reserve the right to change publication content to support AFP's missions, and for various journalistic reasons, including the need to react to world events, achieve a certain mix of content, or respond to changing priorities.

AFP follows the Associated Press (AP) style.

Proposal/Outline Submission

- Submit a detailed 3-4 paragraph outline of the proposed article to exchange@afponline.org. Completed manuscripts are also accepted for review, preferably in Microsoft Word format. If the article is approved, author(s) will receive an agreement to sign.

- AFP will not accept articles that promote specific products, services or organizations.

- **AFP accepts original articles.** Previously published materials will not be considered.

Manuscript Preparation

- **Audience.** When drafting the article, write clearly for financial professionals.

- **Data.** Use data, specific examples or case studies whenever possible.

- **Art, tables, charts, graphs and other illustrations.** Artwork helps emphasize and clarify points made in the article. Submit artwork electronically. All illustrations should have a title or caption. Graphs and charts must include all original numerical data points, so the graphic can be recreated in another format.

- **Author Responsibility.** Authors are responsible for the accuracy of all statements, facts and figures in the manuscript. Please document citations. Content must not be plagiarized from any other source and should not libel or slander any other party.

- **Style.** Articles should be written in AP style.

- **Article Length.** Feature articles should be between 1,200 and 2,000 words, columns and opinion pieces between 500-1,200 words.

- **Author Biography.** Please include a short (2-3 lines) biography with the article.

- **Photographs.** Authors may include photos for consideration. Submit glossy color prints or electronic files at a minimum of 300 dpi (saved as a PDF or TIF file). If saved as a .JPG, do not compress more than 50%. Once received, these photographs become the property of AFP unless specifically instructed otherwise (in writing).

Manuscript Review, Edit & Publication

- Manuscripts are reviewed by AFP editors or members of the AFP Exchange Editorial Advisory Board (EAB). Authors may be asked to make revisions.

- **AFP reserves the right to edit the final manuscript for any reason whatsoever and to repurpose content in other AFP media. Headlines and callouts may be changed. Promotional content will be deleted.**

- Editing might take place throughout the final stages of the production process. **Final manuscript will not be sent to the author for review.**

- Articles may be held due to space limitations, editorial conflicts, or for any other reason.

- Manuscripts are received with the explicit understanding that they are not under consideration by any other publication.

- Once an article is accepted, AFP retains the right to publish it, hold it, excerpt or abstract it and to repurpose it in other AFP media, according to AFP's Author Agreement.

- **Copyrights.** AFP holds the copyright on all articles published. If an author wishes to publish the article elsewhere, he must receive written permission from AFP.

- **Professional Reprints.** Article reprints are available. Contact Exchange@AFPonline.org.

Please direct questions to AFP's Communications Department at 301.907.2862.

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