



## FALI Forum Newsletter Submission Guidelines

**GOAL:** *To provide a benefit to FALI members and an extra source of information for the Florida investigative profession.*

### **REQUESTS:**

- The Forum *requests* to hear from all writers who can provide accurate, interesting, educational, and/or entertaining materials of interest to FALI members.
- The Forum *requests* concise, tightly written articles: 750-1500 for features; shorter articles of less than 750 words for the various sections; and approximately 120-300 words for news, press releases, etc.
- The Forum *requests* all Area Director's to send their meeting news. (According to FALI Bylaws: The time and location of meetings and events of interest to the Association shall be published in the Newsletter as soon as possible before the scheduled date. The location should be published so members may attend.)
- The Forum *requests* news and information from associated Associations, (ie: TALI, NALI, NCISS, CDITC, FCIC etc). As well as upcoming educational opportunities which FALI members can attend, obtain CEU's or further educate.
- The Forum *requests* and will publish reprints! If you have been published before, own all rights to article, please submit. Must be written 100% by the person submitting article or attached with written permission from co-writer.
- The Forum *requests* profiles only if the featured person, or the person's life, offers education or guidance to the professional investigator about his or her specialty. Or if someone within FALI has received a promotion, change in company status or company news that is extraordinary.

### **HOW TO SUBMIT AN ARTICLE:**

- Submit a query to the Editor; or read upcoming topics and write according to that topic.
- If un-queried, wait until Editor approves the article concept, then begin writing the article.
- Submit article in an e-mail message to [information@fali.com](mailto:information@fali.com).
- Send it before deadline of the 10th of month before next issue proposed publication date. No exceptions!
- Articles must be of major interest to the investigation profession. It must educate the reader. No war stories. Keep in mind who you are writing for: The Investigator and other legal professionals. You may make suggestions, links, illustrative material, product information, etc. that are appropriate for your proposed article. But must NOT be an entire advertisement for a company, product or individual person.

### **GENERAL NEWSLETTER THEMES:**

- 1) *The Business:* Operating an agency, employment issues, payroll, taxes, sales and marketing, and advertising, etc.
- 2) *Specific Types of Investigations:* Insurance, fraud, domestic, family, child custody, theft, fire, covert, surveillance, computer, civil and criminal cases, due diligence, corporate investigation, forensic aspects and technology, etc.
- 3) *Information Technology:* Internet, databases, case management, online research, emails, newsgroups, etc.
- 4) *Legal Issues:* Legislative, laws, changes, State action, licensing requirements, insurance, etc.
- 5) *Education:* Training, educational topics and opportunities, private investigative history, etc.
- 6) *Association News:* State Association news, International news and general interest.
- 7) *Press Release:* 120 word limit, that reads like a press release! Examples: Annual election of officers and naming of committee chairs; Special awards. Names and award only-no comments; Announcement of meetings ---well in advance of the date! (Type of meeting/conference, date, time, place, contact information); Legislative activities in reference to professional investigation

### **DO's:**

- Do submit your articles in a timely manner
- Do write about what you know & current issues
- Do edit your article to meet the guidelines (word limit, grammar, spelling)
- Do use simple, explanatory words.
- Do format in single space lined, double space between paragraphs, plain font, black text.
- Do use spell check before you send it.
- Do assign all legally required symbols, such as copyright, trademark, etc.
- Do include submitters name, contact information and two-line bio of author

### **DON'Ts:**

- Don't write pep talks, personal messages or thank you's
- Don't criticize
- Don't wait until last minute! (Send early!)
- Don't write article with too complicated words
- Don't format using bold, italics, or special coding



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**PUBLISHING:**

Publishing is made possible by soliciting advertising revenue, through the Publisher and Newsletter Editor. Any materials published within the *Forum* shall be subject to edit and copyright by the Association. All material printed shall be subject to final approval of the Editor, FALI President, or by a person duly appointed by the President. Submissions shall be judged on the following points: Factual accuracy, style, and ease of reading, structure and logical flow, length, relevance and analysis of information. Articles used to promote a members' product or a service shall be rejected.

**CIRCULATION:**

The *Forum*, currently a 24 page publication, is printed monthly and distributed to about 700 members and subscribers.

**SUBSCRIPTION:**

It is a free benefit of FALI members and to select Legislators, Regulators and reciprocating investigative organizations. Otherwise, an annual subscription for the FALI Newsletter shall be \$30 to non-members.

**ADVERTISING**

We welcome anyone interested in placing advertising in the monthly *FALI Forum*. The *Forum* will accept only non-competitive advertising of indisputable value to Active Members. Ads may be business card size, quarter page, half page or full page in size, with no advertising on the first or last pages, to prevent any displacement of the aesthetic character and professional content of the publication. Ads will be placed throughout the publication at Editor's discretion.

Ads are sold on a "per issue" basis. There is a 20% discount for a 12 issue contract for all size ads. All advertising requests must be submitted by the 10th of each month. Monthly Advertising Rates for Members are as follows:

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|--|--|---|---|--|--|
| <b>Classified Ad</b><br>\$25 insert fee<br>plus .30/word | <b>Business Card</b><br><b>\$46</b><br>Standard Size | <b>1/4 Page</b><br><b>\$136</b><br>3.5"w X 4.75"h | <b>1/2 Page</b><br><b>\$246</b><br>7.5"w X 4.75"h | <b>Full Page</b><br><b>\$355</b><br>7.5"w X 10"h | <b>12 Issue Publication</b><br><b>Rate deduct 20% for</b><br>12 issue contract |
|--|--|---|---|--|--|

Also, now available to members only: **Classified Ad Section:** \$25 insertion fee plus .30 cents per word up to 30 words maximum. Contract and Ad Form DUE by the 10th of each month for next months placement.

**CONTACT**

Send Ad Copy/Submissions/Contract to [editor@fali.com](mailto:editor@fali.com)  
Mail To Terry Walling PO Box 13386 Fort Pierce Fl 34979-3386