

Product Navigator

Submission Guidelines and FAQs

Thank you for your interest in submitting an article to the *Product Navigator* newsletter. Below please find a list of guidelines and answers to frequently asked questions. Please note that these guidelines are subject to change without notice.

Mission statement

Developed in partnership by *Dental Economics*, *DentistryIQ*, and *RDH* magazine, the *Product Navigator* aims to help dental professionals navigate their dental and hygiene product decisions by providing helpful information about the products on the market today.

Editorial team

The *Product Navigator* will have an editorial advisory board of dental professionals who help guide and review its content. The newsletter also has an in-house editor, who specializes in working with authors to shape their articles and in editing articles.

When you submit an article to the *Product Navigator*, your article may be reviewed for clinical and professional accuracy by the newsletter's editorial advisory board, but your primary contact will be the newsletter's in-house editor. If you have questions about any part of the editorial process, please direct them to the in-house editor—currently Associate Editor Erin Robinson (erobinson@endeavorb2b.com).

Topic suggestions

We publish a wide range of articles about dental products, including product reviews, case studies, technique articles, and advice articles. We are happy to work with you to select a topic. Above all, we encourage you to write about a topic that best suits an area of your expertise.

Article length (word count)

While we do not have an official word limit, shorter articles (600 to 1,200 words) fare better in online searches and hold online readers' attention better. If we deem an article to be too long, we may ask you to revise the article.

Editing

We reserve the right to edit your article to meet our editorial standards. All edits will be made at the discretion of our in-house editors. All articles will be edited in accordance with our house style, an important set of grammatical and formatting rules we have developed to ensure consistency and professionalism in our publication. Our style is guided by the *Chicago Manual of Style* and experience. It governs the use of trademark symbols, capitalization and spelling of product names, and many other things.

Part of our editing process involves search engine optimization. This involves (but is not limited to) adding links to relevant articles within our network of websites. These links are added at the discretion of our in-house editors. Due to the best practices we observe, we may refuse to remove links due to perceived competition—for instance, a product review may link to a different review about a competing product. We may also refuse to add links to external websites. The goal of this process is to make our articles easily discoverable by our intended audience and to maintain our readers' interest in our articles while they are visiting our websites.

Product mentions

Any mentions of products (i.e., brand names) or websites must be tastefully done. Product mentions should serve to help the reader understand how to use a product, perform a procedure, or navigate purchasing decisions. We may decline to publish an article if we deem it to be promotional or overtly advertorial.

Photos, figures, and artwork

We encourage you to submit photos, figures, and/or artwork with your articles. If your article includes numerous photos or figures, please label them with clear file names. Please also provide clear photo captions or figure labels. Submit high-resolution photos when possible. If files are too large to email (over 10 MB), please use a file-sharing service (e.g., dropbox.com).

Photo releases

Authors are responsible for collecting any photo releases.

Author bio and photo

Along with your article, please plan to submit a short bio of 70 words or fewer and a professional headshot. Your bio should contain your name and credentials (e.g., DDS, RDH, MS). Your photo and bio will be published with your article.

References

Plagiarism and copyright infringement are serious legal issues that are carefully monitored by Endeavor Business Media. Both the publisher and the author are liable when violations are reported.

Our publication follows the *American Medical Association (AMA) Manual of Style* for its references. Authors must cite any sources used in a numbered list of references, with corresponding citations in the body of the article. Articles that do not adhere to these guidelines may be returned to the author for revision, or they may be rejected or cancelled.

Please email your editor (erobinson@endeavorb2b.com) if you have any questions about citing a source from another publication.

Copyright

We cannot publish any articles until you have completed our copyright agreement. Please review the agreement carefully.

Any article submitted to the *Product Navigator* must be the original work of the author, and its first publication must be in our newsletter. We do not allow republication of self-published items, such as blog posts or newsletter articles.

How to submit an article

Email your article to your editor (erobinson@endeavorb2b.com) in a Microsoft Word or Apple Pages document. Include any photos, figures, or artwork; an author bio of 70 words or fewer; and a professional headshot. Alternatively, you may upload the article, photos, etc., to a file-sharing service (e.g., dropbox.com) and share the link that way.

Publication schedule

The newsletter is published on the second and fourth Wednesdays of every month, with some exceptions around holidays.

Deadlines and approval process

Please note that articles not submitted by their agreed-upon deadlines may be delayed or cancelled.

If you are interested in being published within a specific time frame, please contact erobinson@endeavorb2b.com for scheduling deadlines.

You will be notified within approximately one month of submitting your article about its status (accepted/declined), although it is common practice to be notified sooner than this. If your article is accepted, reasonable efforts will be made to ensure the article will be published on a date agreed upon by the editor and author.

Revisions and cancellations

Please note that we may ask you to revise your article if we determine at any point during the editorial process that it does not meet our standards. We also reserve the right to cancel previously accepted articles entirely.

Honorariums

Honorariums are available for authors whose articles are accepted *and* published at the discretion of the in-house editor. Solicitation of an article does not guarantee payment of an honorarium. Honorariums are only paid if articles meet editorial guidelines and are accepted for publication. For example, an author who is asked to write an article but submits a manuscript that is unpublishable due to poor quality, plagiarism, overt commerciality, or any other reason will not be eligible for an honorarium. We do not pay honorariums for articles we republish from any of our other publications (e.g., *RDH* magazine, *Dental Economics*). Additionally, we cannot pay an honorarium to a contributor who is receiving compensation for writing the article from a dental manufacturer or other entity (i.e., no "double-dipping"). This helps us to preserve our editorial integrity and publish quality content that is free of bias.

Disclosures

You must provide a written disclosure to be published with your article if you have any of the following types of relationships with a dental manufacturer or other entity: (1) you are an employee of a company whose products or services you are writing about; (2) you are receiving any sort of financial compensation from a company whose products or services you are writing about; (3) you have received the product or service you are writing about for free from the company that manufactures, distributes, or otherwise sells that product or service; and/or (4) you have any other type of financial relationship with or legal obligation to a company whose products or services you are writing about.

Here are a few examples:

Disclosure: [Author] has received financial compensation from [Company] for reviewing this product.

Disclosure: [Author] is an employee of [Company], which manufactures [Product].

Disclosure: [Author] received this product for free from [Company] in exchange for an honest review.

Disclosure: [Author] has received financial compensation from [Company] for reviewing this product. The product is used in [Author]'s normal course of dental practice.

Where will my article be published?

In addition to the *Product Navigator* newsletter, a digital version of the article will appear on DentistryIQ.com.

Additional publication opportunities

The DentistryIQ.com network includes *Dental Economics*, *RDH* magazine, and *Perio-Implant Advisory*, as well as continuing education articles for the *Dental Academy of CE*. Please email your editor (erobinson@endeavorb2b.com) about contacts for other publications. The writer's guidelines may be, at the very least, slightly different for these other publications.

Other questions

If you have a question not addressed here, please email erobinson@endeavorb2b.com.

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